



更改客戶資料表格 (適用於個人客戶自行填寫及交回)

Update of Customer's Information (For Personal Customer Self Submission Only)

致：恒生銀行有限公司 / 恒生財務公司 / 恒生授信有限公司之戶口

To: Hang Seng Bank Limited / Hang Seng Finance Limited / Hang Seng Credit Limited

日期(日/月/年)

Date(DD/MM/YY)

你可循下列途徑簡便快捷更新以下資料 You could update below details by any of the following means conveniently and efficiently:

1. 登入 Log-in E-Banking

登入www.hangseng.com 個人e-Banking。(需使用保安編碼器或流動保安編碼及透過本行紀錄的手提電話號碼收取短訊提示。)

Logon to www.hangseng.com Personal e-Banking. (Security Device or Mobile Security Key and a valid mobile number in the bank's record for receiving SMS notification are required.)

2. 致電客戶聯絡中心 Call Customer Contact Centre

致電客戶聯絡中心，以「語音認證」更改通訊資料(包括地址、電郵)及接收推廣指示。查詢2822 0228

Call our Customer Contact Centre Hotline, and use Voice ID to change contact information (including addresses, email) and marketing preference. Enquiry: 2822 0228

3. 填妥此表格 Fill in this form

請以英文正楷填寫，在適當方格內加上“√”，填妥表格後郵寄到香港郵政信箱3013號恒生銀行有限公司或交回本銀行任何一間分行。

Please complete in ENGLISH BLOCK LETTERS, "√" where appropriate, and mail to Hang Seng Bank Ltd at GPO Box 3013, Hong Kong, or return the completed form to any of our Branches.

此表格不適用於恒生保險有限公司之人壽保單/透過恒生銀行投保的一般保險及醫療保險保單/恒生強積金計劃/恒生公積金計劃/恒生銀行澳門分行/恒生中國戶口。如需更改通訊資料，請另行填妥有關表格。

This form is not applicable to life insurance policies of Hang Seng Insurance Company Ltd / general insurance and medical insurance policies enrolled through Hang Seng Bank Limited / Hang Seng MPF schemes / Hang Seng Pooled Provident Plan / Hang Seng Bank Macau Branch / HACN accounts. To change your contact information, please complete applicable form separately.

甲部 Part A — 客戶資料 Customer Information

客戶姓名 Customer Name				(下列資料所屬者的全名The full name of the person to whom the information is related.)	
身份證明文件類別 ID Document Type		<input type="checkbox"/> 香港身份證 HKID Card <input type="checkbox"/> 護照 Passport <input type="checkbox"/> 其他 Others:		身份證明文件號碼 ID Document No.	
國籍(國家/地區)* Nationality (Country / Region)*		多重國籍 Multiple Nationality <input type="checkbox"/> 是 Yes <input type="checkbox"/> 否 No		國籍(國家/地區)2 (如有) Nationality (Country / Region)2 (if any)	
				國籍(國家/地區)3 (如有) Nationality (Country / Region)3 (if any)	
生效日期 Effective Date		<input type="checkbox"/> 即時 Immediate (請預留 3-7 個工作天辦理 Please allow 3-7 working days for processing)		<input type="checkbox"/> 由 (日/月/年) From (DD/MM/YYYY)	
職業狀況 Employment Status (F, P, S需註明行業) (F, P, S please specify industry)		<input type="checkbox"/> "F" 全職 Full Time Employed <input type="checkbox"/> "P" 兼職 Part Time		<input type="checkbox"/> "S" 自僱 Self Employed <input type="checkbox"/> "X" 待業 Unemployed	
		<input type="checkbox"/> "R" 退休 Retired <input type="checkbox"/> "H" 主婦 Housewife		<input type="checkbox"/> "T" 學生 Student	
職業 ^ Occupation ^		行業 Industry			
僱主/公司名稱 # Name of Employer / Company #					
工作職位 Job Title		每月平均薪金/收入 (港元) (扣除稅及其他稅項前) Monthly Salary / Business Earning (HKD) (before tax and other deductions)			

註：* (只適用於基金/外匯及貴金屬孖展戶口)若閣下把其國籍改為美國/職業為在本港之美國使館或軍方駐港辦事處職員之美國公民，就有關戶口均不可繼續享用本行所提供的證券或基金投資或認購存款證或外匯及貴金屬買賣服務。

(applicable to Investment Funds Account / FX and Precious Metal Margin Account) If you changing your nationality on our records to US / occupation as working in US embassy in HK or military office in HK, you will not be able to continue enjoying our securities, fund investing, certificates of deposit subscription or FX and precious metal margin trading in relation to the relevant account(s).

^ 如閣下已於本行開立投資戶口，現轉職受僱於任何從事「證券及期貨條例」所界定受規管活動持牌法團或註冊機構，則請攜同僱主書面同意書到本銀行任何一間分行更新職業資料。如閣下之職業有任何改變須立即通知本行。

If you have maintained an investment account, and now have changed to be employed by a Licensed Corporation or a Registered Institution to carry out any regulated activities as defined under the Securities and Futures Ordinance, please visit one of our branches to update your employment information with the employer's Letter of Consent. You should notify the Bank immediately in case there is any change in the status.

如自僱人士未能提供公司名稱，本行將以客戶之全名替代相關所需的資料。

For Self-employed customer, if NO apparent company name is provided, name of customer will be used for the required information.

乙部 Part B — 更改地址 Details of Address (只須填寫更改之事項 Please fill in the changed items only)

☐ 新地址

New Address

1. 地址類別 Address Type ☐ 住宅 Residential ☐ 辦事處 Office ☐ 其他¹ Others¹

號數 Room / Flat 層數 Floor 座數 Block

大廈 Building

屋村/屋苑 Estate / Court

街號及街名 Street No. & Name

地區 District

☐ 香港島 HKI ☐ 九龍 KLN ☐ 新界 NT ☐ 離島 Outlying Islands

國家 Country (只適用於海外地址 For Overseas Address)

2. 新地址是否通訊地址?
Is the New Address your Correspondence Address?

☐ 是 (如不註明, 通訊地址會更改)
Yes (Default option if not specified)

☐ 否, 請維持通訊地址不變
No, please keep the correspondence address unchanged.

☐ 否, 請更改為以下地址 / 郵政信箱
No, please change to the following address/ P.O. Box:

(如以郵政信箱作通訊地址, 必須填寫左方的住宅/辦事處地址。
郵政信箱不適用於信用卡、循環貸款、SuperCash、外匯及貴金屬孖展買賣服務及貸款戶口。

For P.O. Box correspondence address, Residential/Office Address must be provided on the left. P.O. Box address is not accepted for Credit Card, Revolving Loan, SuperCash, FX and Precious Metal Margin Trading Services and loan accounts.)

註 Notes: 1. 如只需更改通訊地址, 可選擇“√”其他。
If only corresponding address is needed to be updated, please “√” Others.

2. 為符合有關證券交易及外匯及貴金屬孖展買賣限制, (適用於個人客戶)若客戶/授權人士把其居住或通訊地址改為美國或加拿大地址或更新其個人資料為居住或通訊地址位於韓國之韓國公民, 就有關戶口均不可繼續享用本行所提供的證券或基金投資或外匯及貴金屬孖展買賣服務。另外, 若證券戶口之戶主為新加坡公民或其居住住址/通訊地址為新加坡境內, 本行將不接受該證券戶口所發出有關新加坡上市證券之交易或交收指示。
In compliance with the relevant securities dealing and FX and precious metal margin trading restrictions, please note that (Applicable to personal customers) customers / Authorised Person(s) changing their residential or correspondence address to the United States of America (“US”) or Canada (“CA”) or updating their personal particulars to citizens of Korea (KO) with residential or correspondence address in KO, will not be able to continue enjoying our securities or investment fund trading or FX and Precious Metal Margin Trading services in relation to the relevant account(s). Besides, the Bank will not accept the dealing or settlement instruction(s) of securities which are listed in Singapore (“SP”) issued from securities account with account holder(s) who is/are a citizen(s) of SP or have residential or correspondence address in SP.

更改指示 Change Instruction (可“√”多於一項。Please “√” more than one options if applicable.)

(只適用於更改通訊地址 Applicable to correspondence address update only)

如不選擇, 將自動以“選項1.”為準。If not specified, default as “Option 1”.

☐ 1. 所有恒生銀行 / 恒生財務公司 / 恒生授信有限公司之戶口 / 信用卡 (不包括獨立信用額及月結單之附屬卡 / 私人銀行戶口 / 企業理財賬戶)
My accounts / credit cards with Hang Seng Bank / Hang Seng Finance Ltd / Hang Seng Credit Ltd (not including credit cards with separate credit limit and statement / Private Banking Accounts/Corporate Wealth Management accounts)

☐ 2. 獨立信用額及月結單之附屬卡
My supplementary credit cards with separate credit limit and statement

☐ 3. 所有私人銀行戶口 / 企業理財賬戶
All my Private Banking Accounts / Corporate Wealth Management Accounts

☐ 4. 只/另更改下列指定的戶口號碼 / 信用卡號碼 / 附屬卡號碼 / 私人銀行戶口 / 企業理財賬戶
Only/Also update to the following specified A/C No. / Credit Card No. / Supplementary Card No / Private Banking A/C No. / Corporate Wealth Management A/C No.

i. _____

ii. _____

iii. _____

iv. _____

>>>OPS>SPS

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丙部 Part C — 更改其他資料 Details of Other Changes (只須填寫更改之事項 Please fill in the changed items only)

新電郵地址 (最多35個字元)

< 請用正楷填寫 > < 適用於名下所有戶口, 恒生保險有限公司之人壽保單戶口/恒生強積金計劃之戶口/恒生銀行之海外/恒生中國戶口除外 >

New E-mail Address (Maximum 35 characters)

< Please complete in BLOCK LETTERS > < Apply to all your accounts, except life insurance policies accounts of Hang Seng Insurance Company Ltd / Hang Seng MPF scheme accounts / Hang Seng Bank Overseas / HACN accounts >

請儘量提供電郵地址, 以便跟進。 Please provide E-mail Address, if available, for our follow up.

丁部 Part D — 接收推廣指示 Marketing Preferences

本行可能會使用閣下的個人資料及/或提供閣下的個人資料予恒生銀行集團的其他成員公司(但不會提供予集團以外機構)作其推廣用途。如閣下希望更改接收推廣的意願, 請選擇以下指示(於空格填上"√"號)。如閣下現在選擇不給予任何指示, 本行不會改變閣下現時的接收推廣意願, 閣下同意本行會按閣下現時的接收推廣意願來使用閣下的個人資料及/或提供予恒生銀行集團的其他成員公司以用作推廣用途。

The Bank may use your personal data and/or provide your personal data to other members of the Hang Seng Bank Group (but not other third parties) for promotion purpose. Please check ("√") the relevant box to indicate your preferences below if you wish to change your marketing preferences. **If you choose not to provide any instruction now, the Bank will not change your existing marketing preferences and you consent to the Bank relying on your existing marketing preferences when using your personal data and/or providing your personal data to other members of the Hang Seng Bank Group for promotion purpose.**

本人要求作出以下的安排:

I give instruction as specified below:

	接受 Agree	不接受 Not agree
貴行使用本人的個人資料作任何推廣及優惠通訊之用。 The Bank to use my personal data for promotion purpose.	<input type="checkbox"/>	<input type="checkbox"/>
貴行提供本人的個人資料予恒生銀行集團的其他成員公司作任何推廣及優惠通訊之用。 The Bank provide my personal data to any other members of the Hang Seng Bank Group for their use for promotion purpose.	<input type="checkbox"/>	<input type="checkbox"/>

除非基於任何原因閣下撤回此申請或申請被拒, 以上選擇會取代閣下以往的選擇或要求。惟各渠道之更新需時不同, 本行會就閣下之選擇盡快處理。如閣下曾向本行表達的選擇, 或希望選擇接受/拒絕使用個人資料作推廣之指定渠道, 請致電2822 0228聯絡我們。

Your choice above shall replace all your previous choices and requests regarding whether or not to receive promotion and offer, unless this application is withdrawn or rejected for whatever reason. However, the lead time required for the update varies in marketing channels. The Bank will proceed to update your records as soon as possible. Please contact us at 2822 0228 if you want to know your choice prior to this application or if you wish to opt-in/out the use of personal data for promotion through specific communication channels.

請注意: 以上選擇適用「恒生銀行有限公司致各客戶及其他個別人士關於個人資料(私隱)條例的通知」(「該通知」)所列產品、服務及/或標的類別之推廣, 該通知亦列明可能使用之個人資料種類, 以及可能轉移有關個人資料作推廣之資料承轉人類別。該通知就有關「在直接促銷中使用資料」之條款已附加於表格後, 供閣下參考。

Please note that your above choice applies to the promotion of the classes of products, services, and/or subjects as set out in the Bank's Notice to Customers and Other Individuals relating to the Personal Data (Privacy) Ordinance ("Notice"). Please also refer to the Notice on the kinds of personal data which may be used and the classes of persons to which your personal data may be provided for them to use in promotion. The relevant clause on the Use of Data in Direct Marketing in the Notice has been appended to this form for your reference.

如閣下是本行私人銀行客戶, 閣下以上選擇並不適用於與本行私人銀行服務有關之推廣聯繫或資訊而須以閣下向本行表達與此有關的任何現有選擇或要求為準。如閣下不希望接受與本行私人銀行服務有關之推廣聯繫或資訊, 請聯絡閣下的客戶經理。

If you are a Private Banking customer of the Bank, your choice above does not apply to promotional contact or information in connection with Private Banking services of the Bank and any existing choice or request that you have communicated to the Bank in this regard shall prevail. If you do not wish to receive promotional contact or information in connection with Private Banking services of the Bank, please contact your Relationship Manager.

戊部 Part E — 聲明 Declaration

適用於所有客戶的聲明

Declaration applicable to all customer(s)

i. 本人(等)承認及同意, 「本行」可根據不時給予本人(等)及其他個別人士之結單、通函、通知、章則及條款內所載有關使用及披露個人資料的政策, 持有、使用、處理及向指定人士披露所有由本人(等)及/或有關個別人士應「本行」之要求而提供, 或於本人(等)或有關個別人士與「本行」之交易過程中收集有關本人(等)及個別人士之個人資料及其他資料(「該等資料」)作指定用途。本人(等)並承諾及同意「本行」可將該等資料披露予任何債務追收代理、信貸資料服務機構或類似服務之提供者, 或由彼等予以持有、使用及處理, 以便核實該等資料或將該等資料提供予其他機構:(i)作為信貸或其他方面之查核; 及(ii)協助彼等收取債務。

I/We acknowledge and agree that all personal data and information with respect to me/us and an individual which are provided by me/us and/or such individual at the request of the Bank or collected in the course of dealings between me/us or such individual and the Bank (the "Data") may be held, used, processed and disclosed by the Bank for such purposes and to such persons in accordance with the Bank's policies on use and disclosure of personal data as set out in statements, circulars, notices or terms and conditions made available by the Bank to customers and other individuals from time to time. I/We also acknowledge and agree that the Data may be disclosed to, or held, used and processed by any debt collection agency, credit reference agency or similar service provider for purpose of verifying such Data or enabling them to provide such Data to other institution: (i) in order that they may carry out credit and other status checks; and (ii) to assist them to collect debts.

ii. 本人(等)進一步確認及同意「本行」可將該等資料轉移至香港特別行政區以外地方, 並可將該等資料及其他關於本人(等)及/或有關個別人士之個人及其他資料用於個人資料(私隱)條例所規定的核對程序, 及提供與本人(等)及/或有關個別人士有關之銀行證明書或信貸諮詢用途。

I/We further acknowledge and agree that the Bank may transfer the Data outside the Hong Kong Special Administrative Region, conduct matching procedures (as defined in the Personal Data (Privacy) Ordinance) using the Data and such other personal data and information relating to me/us and/or relevant individual, and provide banker's or credit references in respect of me/us or such individual.

Do you need to change your contact information of life insurance policies of Hang Seng Insurance Company Ltd / general insurance and medical insurance policies enrolled through Hang Seng Bank Limited / Hang Seng MPF schemes / Hang Seng Pooled Provident Plan / Hang Seng Bank Macau Branch / HACN accounts? Please "√" where appropriate. **(Default "No" if not specified)**

Yes (Please check with relevant hotlines and complete applicable form separately.)

☐ 否
No

X 請用留存本行印鑑簽署 Please use signature(s)/chop(s) field with the Bank

(只適用於表格是由戶口被授權人簽署⁴)
(Applicable if this form is signed by Authorised Person⁴)

註
Notes:

1. 簽署須與現存紀錄相同。
Signature(s) must correspond with the existing record.
2. 上述所列的更改如涉及聯名賬戶，請按戶口之簽署安排簽署表格。
If the change(s) above mentioned relate(s) to any joint account(s), please sign in accordance with signing arrangement with the bank.
3. 如為附屬信用卡戶口更改地址，則必須由主卡持有人簽署方屬有效。
For supplementary credit card account updating address, principal cardholder must sign.
4. 如表格是由戶口被授權人簽署，必須列明該被授權戶口之號碼於乙部第 4 項，本行只會更改有關戶口的通訊地址。
If this form is signed by Authorised Person, please specify the corresponding Account No. in Part B - item 4, only the correspondence address of related account will be updated.
5. 文義如有歧異，以英文本為準。
In case of discrepancies between the English and Chinese versions, the English version shall apply and prevail.

查詢熱線
Enquiry hotlines:

恒生保險客戶服務熱線	(852) 2596 6262
Hang Seng Insurance Customer Service Hotline	
保單查詢熱線（昆士蘭保險 - 旅遊，家居及其他一般保險）	(852) 2828 3138
Insurance Service Hotline (QBE - Travelsure, Home Care & other General Insurance)	
醫療保障保單查詢熱線（保柏 - 擎逸）	(852) 2517 5588
Medical Insurance Service Hotline (Bupa – Essential)	
醫療保障保單查詢熱線（保柏 - 擎尚/擎悅/擎卓）	(852) 2517 5688
Medical Insurance Service Hotline (Bupa – Excel/Excel Plus/Global Supreme)	
醫療保障保單查詢熱線（保柏 - 擎尊）	(852) 2531 8507
Medical Insurance Service Hotline (Bupa – Global Infinite)	
恒生強積金服務熱線	(852) 2213 2213
Hang Seng MPF Service Hotline	
恒生公積金計劃客戶服務熱線	(852) 3128 0032
Hang Seng Pooled Provident Plan Customer Service Hotline	
恒生銀行澳門分行客戶服務熱線	(853) 8598 7000
Hang Seng Bank Limited Macau Branch Customer Service Hotline	
恒生大中華網絡	身處內地可撥打 8008 30 8008
Hang Seng Greater China Network	身處香港可撥打 800 906 882

Receiving Br. Code:

Receiving Branch Chop:

☐ For Part B & C: Remove CCCI CDS Code (☐ Address / ☐ Home Telephone / ☐ Email)

註：此欄位只適用於經分行提交之表格。



致各客戶及其他個別人士關於個人資料(私隱)條例之第7節條款

Clause 7 of the Notice to Customers and Other Individuals relating to the Personal Data (Privacy) Ordinance

7. 在直接促銷中使用資料 (適用於2014年6月16日之前與銀行建立關係，而未有同意該通知於2014年6月15日的更新版本的客戶及其他個別人士。)
當資料當事人為此目的而向銀行給予同意，銀行可將其資料作直接促銷用途。就此，請注意：(i)銀行可能使用以下類別的資料作直接促銷用途：(a)銀行不時持有的資料當事人姓名、聯絡資料、產品及服務組合資料、交易模式及行為、交易地點、財務背景及人口統計數據用於直接促銷；及(b)資料當事人不時使用銀行網站、流動應用程式的相關資料，不論是透過cookies或其他方式收集；(ii)可用作促銷下列類別的服務、產品及促銷標的：(a)財務、保險、信用卡、銀行及相關服務及產品；(b)獎賞、客戶或會員或優惠計劃及相關服務及產品；(c)銀行及/或任何滙豐集團成員的合作品牌夥伴提供之服務及產品(該等合作品牌夥伴名稱會於有關服務及產品的申請表格上列明)；及(d)為慈善及/或非牟利用途的捐款及捐贈；(iii)上述服務、產品及促銷標的可能由銀行及/或下列各方提供或(就捐款及捐贈而言)徵求：(a)任何滙豐集團成員；(b)第三方財務機構、承保人、信用卡公司、證券及投資服務供應商；(c)第三方獎賞、客戶或會員、合作品牌或優惠計劃供應商或各商號；(d)銀行及/或任何滙豐集團成員之合作品牌夥伴(該等合作品牌夥伴名稱會於有關服務及產品的申請表格上列明)；及(e)慈善或非牟利機構；(iv)除由銀行促銷上述服務、產品及促銷標的以外，銀行亦擬將以上第(7)(i)段所述的資料提供予恒生銀行集團的其他成員公司，以供該等人士在促銷該等服務、產品及促銷標的中使用，而銀行為此用途須獲得資料當事人書面同意(包括表示不反對)；如資料當事人不希望銀行如上所述使用其資料或將其資料提供予恒生銀行集團的其他成員公司作直接促銷用途，資料當事人可通知銀行行使其選擇權拒絕促銷。

7. USE OF DATA IN DIRECT MARKETING (Applicable to customers and individuals who have established a relationship with the Bank before 16 June 2014, and have not consented to an updated version of this Notice dated 15 June 2014.)

Where a data subject has given consent for the Bank to do so, the Bank may use the data subject's data to provide the data subject with direct marketing. In this connection, please note that: (i) the Bank may use the following categories of data for its direct marketing purposes: (a) the name, contact details, products and services portfolio information, transaction pattern and behaviour, transaction location, financial background and demographic data of a data subject held by the Bank from time to time; and (b) information relating to the data subject's use of the Bank's websites, mobile apps from time to time, whether through cookies or otherwise; (ii) the following classes of services, products and subjects may be marketed: (a) financial, insurance, credit card, banking and related services and products; (b) reward, loyalty or privileges programmes and related services and products; (c) services and products offered by co-branding partners of the Bank and/or any member of the HSBC Group (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 (d) donations and contributions for charitable and/or non-profit making purposes; (iii) the above services, products and subjects may be provided or (in the case of donations and contributions) solicited by the Bank and/or: (a) any member of the HSBC Group; (b) third party financial institutions, insurers, credit card companies, securities and investment services providers; (c) third party reward, loyalty, co-branding or privileges programme providers or merchants; (d) co-branding partners of the Bank and/or any member of the HSBC Group (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, the Bank also intends to provide the data described in paragraph 7 (i) above to other members of the Hang Seng Bank Group for use by them in marketing those services, products and subjects, and the Bank requires the data subject's written consent (which includes an indication of no objection) for that purpose. If a data subject does not wish the Bank to use or provide his data to other members of the Hang Seng Bank Group for use in direct marketing as described above, the data subject may exercise his opt-out right by notifying the Bank.

7. 在直接促銷中使用資料 (適用於2014年6月16日或之後與銀行建立關係，或其他已同意該通知版本的客戶及其他個別人士。)
當資料當事人為此目的而向銀行給予同意，銀行可將其資料作直接促銷用途。就此，請注意：(i)銀行可能使用以下類別的資料作直接促銷用途：(a)銀行不時持有的資料當事人姓名、聯絡資料、產品及服務組合資料、交易模式及行為、交易地點、財務背景及人口統計數據用於直接促銷；及(b)資料當事人不時使用銀行網站、流動應用程式的相關資料，不論是透過cookies或其他方式收集；(ii)可用作促銷下列類別的服務、產品及促銷標的：(a)財務、保險、信用卡、銀行及相關服務及產品；(b)獎賞、客戶或會員或優惠計劃及相關服務及產品；(c)銀行及/或任何滙豐集團成員的合作品牌夥伴提供之服務及產品(該等合作品牌夥伴名稱會於有關服務及產品的申請表格上列明)；及(d)為慈善及/或非牟利用途的捐款及捐贈；(iii)上述服務、產品及促銷標的可能由銀行及/或下列各方提供或(就捐款及捐贈而言)徵求：(a)任何滙豐集團成員；(b)第三方財務機構、承保人、信用卡公司、證券及投資服務供應商；(c)第三方獎賞、客戶或會員、合作品牌或優惠計劃供應商或各商號；(d)銀行及/或任何滙豐集團成員之合作品牌夥伴(該等合作品牌夥伴名稱會於有關服務及產品的申請表格上列明)；及(e)慈善或非牟利機構；(iv)除由銀行促銷上述服務、產品及促銷標的以外，銀行亦擬將以上第(7)(i)段所述的資料提供予恒生銀行集團的其他成員公司，以供該等人士在促銷該等服務、產品及促銷標的中使用，而銀行為此用途須獲得資料當事人書面同意(包括表示不反對)；如資料當事人不希望銀行如上所述使用其資料或將其資料提供予恒生銀行集團的其他成員公司作直接促銷用途，資料當事人可通知銀行行使其選擇權拒絕促銷。

7. USE OF DATA IN DIRECT MARKETING (Applicable to customers and individuals who have established a relationship with the Bank on or after 16 June 2014, or otherwise consented to this version of Notice.)

Where a data subject has given consent for the Bank to do so, the Bank may use the data subject's data to provide the data subject with direct marketing. In this connection, please note that: (i) the Bank may use the following categories of data for its direct marketing purposes: (a) the name, contact details, products and services portfolio information, transaction pattern and behaviour, transaction location, financial background and demographic data of a data subject held by the Bank from time to time; and (b) information relating to the data subject's use of the Bank's websites, mobile apps from time to time, whether through cookies or otherwise; (ii) the following classes of services, products and subjects may be marketed: (a) financial, insurance, credit card, banking and related services and products; (b) reward, loyalty or privileges programmes and related services and products; (c) services and products offered by co-branding partners of the Bank and/or any member of the HSBC Group (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 (d) donations and contributions for charitable and/or non-profit making purposes; (iii) the above services, products and subjects may be provided or (in the case of donations and contributions) solicited by the Bank and/or: (a) any member of the HSBC Group; (b) third party financial institutions, insurers, credit card companies, securities and investment services providers; (c) third party reward, loyalty, co-branding or privileges programme providers or merchants; (d) co-branding partners of the Bank and/or any member of the HSBC Group (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, the Bank also intends to provide the data described in paragraph 7 (i) above to other members of the Hang Seng Bank Group for use by them in marketing those services, products and subjects, and the Bank requires the data subject's written consent (which includes an indication of no objection) for that purpose. If a data subject does not wish the Bank to use or provide his data to other members of the Hang Seng Bank Group for use in direct marketing as described above, the data subject may exercise his opt-out right by notifying the Bank.

註：中文本與英文本如有歧義，概以英文本為準。

Note: In case of discrepancies between the English and Chinese version, the English version shall apply and prevail.