



# Privacy Policy Statement

BEA Union Investment Management Limited  
Compliance Department

**BEA Union Investment Management Limited  
Privacy Policy Statement**

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# **BEA Union Investment Management Limited**

## **Privacy Policy Statement**

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### **1. INTRODUCTION**

- 1.1. This Statement is adopted as the Privacy Policy Statement (“Statement”) of BEA Union Investment Management Limited (“BEA Union Investment”). The purpose of this Statement is to establish the policies and practices of BEA Union Investment’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 Office of the Privacy Commissioner for Personal Data.
- 1.2. BEA Union Investment establishes its own policies and practices to ensure full compliance with the applicable legal and regulatory requirements relating to personal data protection.

### **2. KINDS OF PERSONAL DATA HELD BY BEA UNION INVESTMENT**

- 2.1. There are two broad categories of personal data held in BEA Union Investment. They are personal data related to customers and employees/potential employees of BEA Union Investment.
- 2.2. BEA Union Investment has two main streams of sales team, namely retail and institutional business. For retail business, our products are sold through distributors. The retail clients open accounts directly with distributors and do not have any contractual relationship with BEA Union Investment. For institutional business, customers enter into contractual relationship with BEA Union Investment directly. BEA Union Investment may also collect personal data from its website for marketing products and services.
- 2.3. Personal data held by BEA Union Investment regarding customers may include the following:
  - a. name and address, occupation, contact details, date of birth and nationality 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;
  - c. details of properties, assets and investments held by customers;
  - d. details of all other assets and liabilities (actual or contingent) of customers;
  - e. products and services information, investor category, investment experience, and demographic data of customers;
  - f. information obtained by BEA Union Investment 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 BEA Union Investment, by means of documentation or telephone recording system, as the case may be); and
  - g. information which is in the public domain.
- 2.4. Personal data held by BEA Union Investment regarding employees and potential

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employees may include the following:

- a. name and address, contact details, date of birth and nationality of employees and potential employees and their dependents 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 and 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/secondment and training, records of medical checks and sick leave and performance appraisal reports of the employees;
- d. relevant personal data pertaining to former employees may be required by BEA Union Investment to fulfil its obligations to the former employees and its legal obligations under certain ordinances; and
- e. information which is in the public domain.

2.5 BEA Union Investment 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 All personal data collected will only be used for purposes which are directly related to BEA Union Investment's functions or activities. Personal data collected may be transferred to third parties when necessary for the same purposes. Individuals concerned would be informed of the possible transferees of their personal data when their personal data is collected.
- 3.2 It is necessary for customers to supply BEA Union Investment with data in connection with the opening or continuation of accounts and the establishment or continuation of financial services.
- 3.3 It is also the case that data are collected from customers in the ordinary course of the continuation of the financial relationship.
- 3.4 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. marketing services and products (please see further details in paragraph (5) of BEA Union Investment's Personal Information Collection (Customers) Statement);
  - c. verifying the data/information provided by any other customer or third party;
  - d. determining amounts owed to or by customers;

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- e. collection of amounts outstanding from customers;
  - f. complying with the obligations, requirements or arrangements for disclosing and using data that apply to BEA Union Investment 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 existing currently and in the future;
    - 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 the Hong Kong Special Administrative Region existing currently and in the future;
    - 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 BEA Union Investment 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;
  - g. complying with any obligations, requirements, policies, procedures, measures or arrangements in accordance with any group-wide programmes for compliance with sanctions or prevention or detection of money laundering, terrorist financing or other unlawful activities; and
  - h. purposes relating thereto.
- 3.5 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 BEA Union Investment;
  - h. meeting the requirements to make disclosure under the requirements of any law binding on BEA Union Investment or under and for the purposes of any guidelines issued by regulatory or other authorities with which BEA Union Investment are expected to comply; and

- i. purposes relating thereto.

#### **4. SECURITY OF PERSONAL DATA**

It is the policy of BEA Union Investment to ensure an appropriate level of protection for personal data in order to prevent unauthorised or accidental access, processing, erasure, loss 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 BEA Union Investment 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 and the access to the personal data is granted on a need-to-know basis only. Personal Data is only transmitted by secure means to prevent unauthorized or accidental access. If BEA Union Investment engages a data processor (whether within or outside Hong Kong) to process personal data on its behalf, BEA Union Investment must adopt contractual or other means to prevent unauthorized or accidental access, processing, erasure, loss or use of the data transferred to the data processor for processing.

#### **5. ACCURACY OF PERSONAL DATA**

It is the policy of BEA Union Investment to ensure accuracy of all personal data collected and processed by BEA Union Investment. 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 BEA Union Investment 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. If a data user engages a data processor (whether within or outside Hong Kong) to process personal data on data user's behalf, the data user must adopt contractual or other means to prevent any personal data transferred to the data processor from being kept longer than is necessary for processing of the data.

#### **6. COLLECTION OF PERSONAL DATA**

- 6.1 When collecting personal data, the Bank will satisfy itself that the purposes for which the data is collected are lawful and directly related to the Bank's functions or activities. The manner of collection is lawful and fair in the circumstances and the personal data collected is necessary but not excessive for the purposes for which it is collected.
- 6.2 In the course of collecting personal data, BEA Union Investment 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.
- 6.3 Prior to collect and obtain any personal data from public domain, BEA Union

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Investment will observe the original purposes of making the personal data available in the public domain (such as the purpose of establishing the public register in the enabling legislation) and the restrictions, if any, imposed by the original data users on further users.

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

a. Use of 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 email address or gather a user's sensitive information.

BEA Union Investment uses cookies to identify users' web browser for the following purpose:

(i) Session Identifier

BEA Union Investment 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.

(ii) Analytical Tracking

Users' visit to BEA Union Investment's online platforms and social networks (including but not limited to BEA Union Investment's websites and Facebook) will be recorded for analysis and information may be collected through technologies such as cookies etc. The information collected is anonymous research data and no personally identifiable information is collected. BEA Union Investment mainly collects the information to understand more about our users including user demographics, interests and usage patterns, and to improve the effectiveness of our online marketing.

Information may be transferred to or collected by third parties on our behalf (for example, providers of external service like web traffic tracking and reporting, online advertisement serving) for the above use. The information would not be further transferred to other parties by the third parties engaged by BEA Union Investment. The information collected is anonymous research data and no personally identifiable information is collected or shared by the third parties.

Most web browsers are initially set up to accept cookies. Users can choose not to "not accept" by changing the settings on the web browsers but certain features on BEA Union Investment's online platforms and social networks will not work properly. BEA Union Investment will retain the collected information for as long as is necessary to fulfill the original or directly related purpose for which it was collected and to satisfy any applicable statutory, regulatory or contractual requirements.

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The information collected through technologies such as cookies will be retained for a period of no longer than 3 years.

### **7. DATA ACCESS REQUESTS AND DATA CORRECTION REQUESTS**

- 7.1 It is the policy of BEA Union Investment 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 BEA Union Investment may, subject to the Ordinance and the guidelines thereon issued by the Privacy Commissioner for Personal Data ("Privacy Commissioner"), impose a fee for complying with a data access request ("DAR"). BEA Union Investment is only allowed to charge a DAR requestor for the costs which are directly related to and necessary for complying with a DAR. If a person making a data access requests for an additional copy of the personal data that BEA Union Investment has previously supplied pursuant to an earlier data access request, BEA Union Investment 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 BEA Union Investment may be addressed to BEA Union Investment's Compliance Officer or other person as specifically advised.

### **8. RETENTION OF PERSONAL DATA**

- 8.1 BEA Union Investment shall continue to hold data relating to the customer(s) and employees(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.
- 8.2 Regarding personal data collected from job applicants unless there is subsisting reason that BEA Union Investment is obliged to retain the data for a longer period (such as other period as prescribed by applicable laws and regulations), BEA Union Investment may hold the data of unsuccessful applicants for a period up to 2 years from the date of rejecting the applicants.

### **9. APPOINTMENT OF DATA PROTECTION OFFICER**

- 9.1 To co-ordinate and oversee compliance with the Ordinance and the personal data protection policies of BEA Union Investment, the Compliance Officer has been appointed as the Data Protection Officer of BEA Union Investment.
- 9.2 The contact details of the Compliance Officer are as follows:

The Compliance Officer	Telephone : (852) 3608 0306
BEA Union Investment Management Ltd.	Fax : (852) 3608 6116
5/F, 10 Des Voeux Road Central	Website : <a href="http://www.bea-union-investment.com">www.bea-union-investment.com</a>
Hong Kong	

### **10. REVIEW OF STATEMENT**

BEA Union Investment will keep this Statement under regular review.