1881 Heritage - CK Asset Holdings Limited ("Company")

Personal Data Statement to Customers ("Statement")

The Company shall keep the personal data of customers confidential at all times. Our policies and practices with respect to the collection, use, retention, disclosure, transfer, security and access of personal data will be in accordance with the Personal Data (Privacy) Ordinance Cap.486, Laws of Hong Kong ("Ordinance") and are set out in this Statement.

1. From time to time, we may require our customers to supply us with data such as their names, telephone numbers and mailing addresses ("Personal Data") in order to enable us to and continue to provide goods and/or services.

2. Failure to supply such data may result in us not being able to provide the goods and/or services.

3. The customer agrees and consents that any Personal Data provided by the customer to us may be disclosed and transferred to our any agent, contractor, credit provider, financial institution, service provider or professional advisers who are under a duty of confidentiality and shall hold, use, process and retain such Personal Data for the purposes mentioned in paragraph 4.

4. The customer acknowledges and agrees that his/her Personal Data provided to and retained by us will be used for the following purposes and for other purposes as shall be agreed between the customer and us or permitted by law from time to time:
   i. the sale, leasing or licensing and/or management of property and/or the provision of any other goods and/or services to the customer;
   ii. the analysis, verification and/or checking of the customer's credit, credit history and payment;
   iii. the ensuring of the customer's on-going credit worthiness;
   iv. the determination of the amount of debt owed to or by the customer and/or the processing and/or collection of amounts outstanding from the customer and those providing security for the customer's obligations;
   v. the preparation and enforcement of any agreement between the customer and us;
   vi. the compliance of the requirements to make disclosures of any law; and
   vii. any other purposes relating to the above.

5. The Company will keep the Personal Data so long as necessary to fulfill the purposes for which it was collected and such Personal Data will be destroyed within reasonable time after the said purposes have been fulfilled.

6. We intend to use the customers’ personal information (including their names and contact details) for use in direct marketing of the news, offers, services, promotions, events and other information in relation to our property development, leasing and management businesses. We may not so use the customers’ personal information without the customers’ consent or indication of no objection. We will always ask for the customers’ consent or indication of no objection before using the customers’ personal information for direct marketing. Customers may opt-out at any time from receiving our direct marketing communications by informing us in
writing to our Leasing Department (Promotion Team) by email at 1881marketing@ckah.com or by post to the address in paragraph 8 below.

7. In accordance with the Ordinance, the customer has the right to:
   i. check whether we hold any Personal Data with respect to the customer;
   ii. access to such Personal Data which we hold with respect to the customer;
   iii. require us to correct any Personal Data which is inaccurate; and
   iv. ascertain our policies and practices (from time to time) in relation to the Personal Data and to be informed of the kinds of the Personal Data held by us.

8. In accordance with the Ordinance, we have the right to charge a reasonable fee for processing the customers’ data access request. All request for access to and/or correction of their Personal Data or information should be sent to the following address:
   CK Asset Holdings Limited
   Cheung Kong Center, 2 Queen’s Road Central, Hong Kong
   Attn: Leasing Department (Promotion team)

9. If there is any inconsistency between the English and Chinese versions of this Statement, the English version shall prevail.