

1881 Heritage – Cheung Kong Property Development Limited ("Company")

Privacy Policy Statement and Personal Information Collection Statement ("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 any of our holding companies, their subsidiaries and any company in which any of them has a direct interest, any actual or proposed assignee or transferee of ours, our any agent, contractor, credit provider, financial institution, service provider, 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 preparation and enforcement of any agreement between the customer and us;
 - iii. the compliance of the requirements to make disclosures of any law; and
 - iv. 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 9 below.
7. The Company is committed to protecting the security of the customer's personal data. We strive to ensure compliance by our staff with the strictest standards of security and confidentiality. We

use a variety of security technologies and procedures to help protect the customer's personal data from unauthorized access and use. As effective as modern security practices are, no physical or electronic security system is entirely secured. We have implemented internal guidelines to ensure as far as possible that your privacy is safeguarded at every level of our organization. We will continue considering to revise policies and implement additional security features as new technologies become available.

8. 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.
9. 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:

[Cheung Kong Property Development Limited](#)
Cheung Kong Center, 2 Queen's Road Central, Hong Kong
Attn: Leasing Department (Promotion team) - Personal Data Enquiry Desk
10. If there is any inconsistency between the English and Chinese versions of this Statement, the English version shall prevail.