



Personal Data Policy

GENERAL

1. Octopus Cards Limited, the issuer of the Octopus card or product ("product" means a consumer item incorporating our technology such as watch, phone cover, keyring, etc.) which we will refer to as *Octopus* below, respects the privacy of its holders and understands the importance of privacy to visitors to its website. Octopus Cards Limited (the "Company", "we", "our" or "us") collects and stores information so that it can efficiently provide services to its holders. This Personal Data Policy Statement is designed to help you understand what information the Company gathers and what it does with the information.

DEFINITIONS AND INTERPRETATION

2. In this Personal Data Policy Statement, unless the context otherwise requires, "Application Form" means any form containing an application by the holder for the Card and/or the Automatic Add-Value Service;

"Automatic Add-Value Service" means the service whereby the Company or the Service Providers will automatically add a certain amount of value (determined by the Company from time to time) to the *Octopus* if the value stored in the *Octopus* has reached a certain level determined by the Company from time to time;

"*Octopus*" means the Octopus card or product issued or to be issued by the Company to the holder, including the Personalised *Octopus* and, where applicable, the anonymous *Octopus*;

"Holder" means the bearer of the *Octopus* for the time being but in the case of the Personalised *Octopus*, the expression "holder" means the person identified in the electronic data stored in the *Octopus*. The expression "holders" shall be construed accordingly;

"*Octopus* System" means the payment system maintained and operated by the Card Company;

"Conditions" means the Conditions of Issue of Octopus and the Octopus Automatic Add-Value Agreement published by the Company as amended from time to time;

"matching procedure" has the meaning assigned to it by Section 2 of the Ordinance;

"Ordinance" means the Personal Data (Privacy) Ordinance (Cap. 486) of the Laws of the Hong Kong Special Administrative Region;

"personal data" means any personal data held by the Company including all information provided by holders in the Application Forms and all the information relating to the use of the *Octopus*;

"Service Providers" means any transport operator, retailer, sports facilities provider, building access control provider or other parties which offer their services when the holders present their *Octopus*

and are approved by the Company. These Service providers should display the Octopus acceptance logo clearly.

"value" means the electronic value recognized by the Card System.

OUR COMPANY POLICY

3. It is our policy to comply with the requirements of the Ordinance. The Company shall endeavor to ensure all collection and/or storage and/or transmission and/or usage of personal data by the Company shall be done in accordance with the obligations and requirements of the Ordinance. The Company's officers, management, and members of staff will, at all times, respect the confidentiality of and endeavor to keep safe any and all personal data collected and/or stored and/or transmitted and/or used for, or on behalf of, the Company.

STATEMENT OF PRACTICES

TYPES OF PERSONAL DATA COLLECTED

4. For the purpose of carrying on the Company's business (including relevant online services), you may be requested to provide personal data such as, but not limited to, the following, without which it may not be possible to satisfy your request:
 - a. Your name;
 - b. Contact details, including contact name and telephone number or email address;
 - c. Information for the verification of identity, including identification type and identification number;
 - d. Your age and date of birth;
 - e. Your *Octopus* number; and
 - f. Your *Octopus* usage data.
5. The Company's web servers may also collect data relating to your online session including your IP address and/or domain name, the use of which is to provide aggregated, anonymous, statistical information on the server's usage so that we may better meet the demands and expectations of browsers to our websites.
6. The Company may place a "cookie" on your machine and "cookies" are small pieces of information that are stored by your browser on your computer's hard drive. We use "cookies" to track use of our websites, for example, to provide personalised services and/or maintain your identity across multiple pages within or across one or more sessions. This information may include, but is not limited to, relevant login and authentication details as well as information relating to your activities and preferences across our websites. Most browsers automatically accept "cookies" but if you like, you can edit your browser options to block them in the future but in doing so, you may be unable to enter certain part(s) of our websites.
7. The personal data of the holder may be used for the following purposes:
 - a. processing an application for one of our services;
 - b. the normal management, operation and maintenance of the Octopus payment system, including audit;
 - c. designing new or improving existing services provided by us, our subsidiaries and our affiliates (that is, any other entity which directly or indirectly controls us, is controlled by us, or is under common control with us) for customers' use;

- d. marketing of goods and/or services by us, our subsidiaries, our affiliates or any of our selected business partners. We, our subsidiaries, our affiliates or any of our selected business partners may need to carry out matching procedure (as defined in the Ordinance) to enable us to better understand your characteristics and to provide other services better tailored to your needs (such as offering special birthday promotions to you), to assist us in selecting goods and services that are likely to be of interest to you and to establish whether you already have a relationship with our selected business partners;
- e. communication by us to you;
- f. investigation of complaints, suspected suspicious transactions and research for service improvement;
- g. prevention or detection of crime;
- h. disclosure as required by law;
- i. as a source of information and data for transport and other services in general; and
- j. other related purposes.

DISCLOSURE OF PERSONAL DATA

- 8. All personal data will be kept confidential but the Company may, where such disclosure is necessary to satisfy the purpose, or a directly related purpose, for which the data was collected provide such information to the following parties: (whether within or outside the Hong Kong Special Administrative Region ("Hong Kong")):
 - a. any relevant Service Provider under a duty of confidentiality to us;
 - b. any agent, contractor or third party service provider under a duty of confidentiality to us who provides administrative, telecommunications, computer, payment, data processing or other services to us in connection with the operation of our business (such as debt collection agencies or credit reference agencies);
 - c. any other person under a duty of confidentiality to us including our subsidiaries, our affiliates or our business partners; and
 - d. any person to whom we, our subsidiaries, our affiliates or our business partners in (c) above, is under a binding obligation to make disclosure under the requirements of any law, rule and regulation, including those of countries outside of Hong Kong for data transferred to those countries, but such disclosure will only be made under proper authority.

SECURITY OF PERSONAL DATA

- 9. Physical records containing personal data are securely stored in locked areas and/or containers when not in use. Personal data may be stored on computer systems and storage media to which access is strictly controlled and/or are located within restricted areas.
- 10. If you submit your personal data to us through the Internet, your personal data may be intercepted or tampered with by third parties without your knowledge or consent during the transmission. The Company accepts no responsibility for your personal data being intercepted or tampered with. If you are concerned about such risks, please do not submit your personal data through the Internet.

ACCESS AND CORRECTION OF PERSONAL DATA

- 11. A holder has the right to:
 - a. check whether the Company holds any personal data relating to him/her and, if so, obtain copies

of such data; and
b.require the Company to correct any personal data relating to him/her which is inaccurate for the purpose for which it is being used.

12.The holder may exercise his or her right of access by completing the form "Data Subject Access Request" (the prescribed form of which (form: OPS003) is available at the office of the Privacy Commission for Personal Data) and sending the completed form, along with appropriate proof of identity (a copy of the applicant's Hong Kong Identity Card or Passport) and the prescribed fee to the Company's Data Protection Officer at the address listed below.

13.The holder may exercise his/her right of correction by writing to the Company's Data Protection Officer at the address listed below, specifying the data which he/she believes to be incorrect, the reason he/she believes it is incorrect, and the applicable corrections provided that the holder can provide "proof of identity" verifying that the individual making the request is authorized to request such corrections.

14.The address of the Company's Data Protection Officer is P. O Box 38170, Hing Fat Street Post Office, Hong Kong.

DIRECT MARKETING

15.The Company will honor the holder's request not to use his or her personal data for the purposes of direct marketing. If you do not wish to receive direct marketing material from the Company, please write to the Company's Data Protection Officer.

16.Any such request should clearly state details of the personal data in respect of which the request is being made. Please also state clearly the authority under which you are authorized to make such a request.

17.Unless otherwise instructed as per the above, the Company may use any of the personal data collected in the normal course of its business for marketing purposes.

LINKS TO OTHER WEBSITES

18. The Company will, from time to time, contain links to other sites. Please note that when you enter these other sites (using the links on the Company's websites), you are entering a site for which the Company has no responsibility. We work with each of these sites to maintain the same level of confidentiality with respect to the holder's information that we provide under the terms of our personal data policy. However, we cannot guarantee the same level of confidentiality. We recommend that you read the personal data policy of these sites because they may have a personal data policy that differs from ours.

CHANGE OF PERSONAL DATA POLICY

19. The Company reserves the right, at any time and without notice, to add to, change, update or modify this Personal Data Policy Statement, simply by posting such change, update or modification on this website. If the Company decides to change its personal data policy, those changes will be posted on this page so that you are always aware of what information the Company collects, how the Company uses the information, and under what circumstances the information is disclosed by the Company. Any such change, update or modification will be effective immediately upon posting on the web site.

ENGLISH VERSION

20. If there is any inconsistency or conflict between the English and Chinese versions, the English version shall prevail.

CONDITIONS

21. Nothing in this Personal Data Policy Statement shall affect the rights and obligations of the Company under the Conditions.