

Jade by HSBC Premier App Privacy Policy

HSBC (“we”, “our” or “us”) is committed to keeping your information private and secure. This policy describes the information that is collected through the Jade by HSBC Premier App (the “App”) and how we use and share that information. The App is provided by HSBC.

HSBC has entered into an arrangement with a company called Quintessentially UK Limited (“Quintessentially”) to provide you, as a Jade by HSBC Premier member, with concierge, lifestyle management and other related services.

Quintessentially, and not HSBC, is responsible for storing all of the information about you that is collected via the App e.g. your name, language preference and other similar information and Quintessentially has access to that information and will use that information for its own purposes. These purposes are explained in Quintessentially’s privacy policy. You should ensure that you carefully review the terms of Quintessentially’s privacy policy (which can be found here https://jade.quintessentially.com/privacy_policy) before you use the App or provide any information to the App. We do not accept any responsibility or liability for the way in which Quintessentially collects, stores or otherwise processes your information or provides services to you.

Responsibility for Your Information

The HSBC Group Company that provides your financial services and products is also primarily responsible for the handling of your information and the relevant contact details are set out at the end of this policy. You agree that we may use other HSBC Group companies and carefully selected third parties to provide the services that are accessible through the App to you.

This policy does not apply to your banking relationship with HSBC. Your banking terms and conditions, including the terms and conditions for other financial services and products available from HSBC (“Product Terms”) (as amended from time to time) and any notices specifically explaining how we handle your information apply to information collected through the App (for example, the Notice relating to the Personal Data (Privacy) Ordinance will apply to the handling of your information if you are a customer of The Hongkong and Shanghai Banking Corporation Limited). Further information on the terms that apply to the handling of your information can be found online or from your dedicated HSBC Premier Relationship Manager.

Your Information

The App collects information about you to provide you with services and connect you to the internet sites and apps of third party service and offer providers. The App displays just-in-time notices informing you of how your information will be used when it is requested directly from you. We have set out a more detailed explanation of what information is collected via the App and how your information is used below for your convenience and reference:

Information collected directly from you:

- The membership number that you enter to activate the App is a number generated by HSBC. We also provide this to Quintessentially to allow them to identify users who are permitted to use the App and manage users’ use of Quintessentially services, and the apps and sites of

other third party vendors and offer providers accessed via the App. The membership number alone cannot be used by any third party to identify you personally or access any of your banking accounts or other facilities.

- The contact and login details that you enter into the App are used by Quintessentially to make the bookings that you request them to make and manage your use of the App. HSBC do not receive the contact and login details you enter into the App and so cannot use that information to update our banking records. If you require your banking records to be updated, you should contact your dedicated HSBC Premier Relationship Manager.
- The password that you create is used to protect the confidentiality of the contact details you enter into the App. You are responsible for creating this password and for protecting it from others. We will not ask you to share it with anyone.
- The information that you provide to Quintessentially to make bookings, whether the bookings are made by email or by phone, will be shared with HSBC. The information will include information relating to the date and time your request was made and fulfilled, the way in which you made the request (by phone, by email etc.), the type of services that you requested, details of the service providers, location where the services are booked and duration of service, the total request value and if the booking is cancelled, the reason for cancelling the booking. This information will be shared with a closed user group within HSBC to allow us to monitor the value of Quintessentially's services and to enable your dedicated HSBC Premier Relationship Manager with whom you deal on a regular basis to tailor products and services to meet your needs. Please see the **Information Sharing** section below for a more detailed description of how Quintessentially will share information with HSBC.

Information collected through your use of the App:

- The App collects information about your device (e.g. device identification numbers) to support its functionality.
- The App collects information about App usage to inform HSBC about how the App is used. This information does not identify you. HSBC will collect and store this information and may share it with Quintessentially and other third parties to help make the services better for you.
- The App may collect information about the country or region in which you are located to tailor the content and the services that you are offered through the App. The App will not collect information relating to your precise location (sometimes referred to as geo-location).

Cookies

Cookie	Description
utag_man	This Tealium cookie identifies user behaviour through browsers to help us understand how much time is spent on the site, what user preferences are, and to enable third party advertisement tags used by HSBC. To read more about this third party cookie, including the provider's comprehensive privacy policy, please visit www.tealium.com .
WT_FPC ACOOKIE	This Webtrends cookie identifies users that come back to our site, how often, and what user preferences are. To read more about this cookie, including the provider's privacy policy, please visit www.webtrends.com .

Third Party Sites & Apps

The App contains links to and from the websites and applications of carefully selected third party service and offer providers, advertisers and affiliates (including, but not limited to, websites and/or applications on which the App or the offer or services providers are advertised). If you follow a link to any of these websites and/or applications, please note that these websites / applications and any services that may be accessible through them have their own privacy policies. We do not accept any responsibility or liability for any third party policies or the way in which third party vendors and offer providers collect information through their websites and/or applications or for their services (for example browsing history and location data). Please check these policies before you submit your information to these websites, applications or use these services.

Information Sharing

Quintessentially share with us information that they collect from you. The information will include information relating to the date and time your request was made and fulfilled, the way in which you made the request (by phone, by email etc.), the type of services that you requested, details of the service providers, location where the services are booked and duration of service, the total request value and if the booking is cancelled, the reason for cancelling the booking. We may combine the information that Quintessentially shares with us with the information that we already know about you to provide you with products and services tailored to your needs.

Quintessentially may also provide us with reports that contain information generated from its various interactions with App users. The reports support HSBC's overall understanding of the App users' engagement with the App including, for example, Quintessentially's other services, users' interests and hobbies and users' buying trends. The reports referred to above will not identify you personally but will include statistical and other similar information relating to all users of the App (i.e. the information will be aggregated and anonymised).

For a full description of how Quintessentially may share your information, please see their privacy policy https://jade.quintessentially.com/privacy_policy.

Changes to Privacy Policy

The terms of this policy may be amended at any time to reflect any changes made to the App and any changes to the way in which the information collected through the App is stored or processed. For example, if the App begins to collect new types of information, the privacy policy will be updated to reflect this. Your continued access to or use of the App will indicate that you agree to the amended terms of this privacy policy.

You are required to ensure that any third parties whose information is provided through the App has been notified of and agreed to the collection and use of their information as set out in this privacy policy.

Contact

PUBLIC

The data protection laws of the country in which you live may permit you to access or rectify the information that we process about you. Questions, comments and requests regarding this privacy policy are welcomed and should be sent to us using the contact details for your country set out below:

Hong Kong:

If you would like to access or correct your information, please contact us at:

The Data Protection Officer

The Hongkong and Shanghai Banking Corporation Limited

PO Box 72677

Kowloon Central Post Office

Hong Kong

E-mail: dfv.enquiry@hsbc.com.hk

For other questions, comments and requests:

HSBC Premier Hotline on +852 2233 3322

The Notice relating to the Personal Data (Privacy) Ordinance (or the Notice to Customers relating to the Personal Data (Privacy) Ordinance) can be found [here](#).

United Kingdom:

Please contact your dedicated HSBC Premier Relationship Manager or call us on 03457 404 404 or from overseas +44 1226261010.

You can also contact us through our site [here](#).

France:

HSBC France - Direction de l'Expérience Client - 103 Avenue des Champs Elysées - Paris 75008.

If you have a question relating to Quintessentially's use of your information, please contact Quintessentially directly. Their contact details can be found in their privacy policy

https://jade.quintessentially.com/privacy_policy.