



Fubon Bank
富邦銀行

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PRESS STATEMENT

(Hong Kong: 16 August 2010) Fubon Bank (Hong Kong) Limited (“the Bank”) announces that the Bank has in the past transferred certain personal data of its customers to unconnected insurance companies for the specific purpose of marketing of insurance products. Such transfers were made in connection with the Bank’s arrangements with a selected number of insurance companies (being reputable financial institutions and with the imposed duty of confidentiality to the information transferred), for the sole purpose of enhancing the range of insurance products available to the Bank’s customers. The Bank has already stopped all transfer of customer data to these insurance companies for their marketing purposes and all marketing activities carried out under the past arrangements have ceased.

The Bank had ensured and believes that it has complied with all applicable legal requirements, including under the Personal Data (Privacy) Ordinance, in relation to the transfer of personal data under its arrangements with these insurance companies. In addition, the Bank shall comply with any new laws or regulations that may be promulgated by the Government on this matter, and any guidelines or reports issued by the Privacy Commissioner from time to time.

Nevertheless, in light of the concerns raised by the public and in response to the request from the Hong Kong Monetary Authority, the Bank is in the process of conducting a thorough review of its current practices in relation to the handling of its customers’ personal data and will cooperate with the Privacy Commissioner in his investigation.

As always, the Bank remains committed to protecting customer data and privacy.

The Bank has set up a hotline to answer customers’ enquiries in relation to this matter. The hotline number is 2806 5038 and the office hours are from 9:00 a.m. to 6:00 p.m. (Mon – Fri).

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