

## 收集個人資料聲明（「本聲明」）

### 美聯會有限公司（「本公司」）

- 為達至本公司能處理閣下的會員申請和向閣下提供會員福利、優惠、服務、活動及／或獎賞的目的，閣下可能被要求提供閣下的個人資料予本公司，而該等個人資料包括但不限於姓名及聯絡資料（包括但不限於電話號碼、傳真號碼、電郵及／或通訊地址）。
- 提供個人資料純屬自願性質，若閣下未能提供該等個人資料，本公司可能因此而未能處理閣下的會員申請及／或向閣下提供會員福利、優惠、服務、活動及／或獎賞。
- 閣下所提供的個人資料可能被本公司用於以下用途：
  - 處理閣下的會員申請；
  - 識別和核實享用本公司所提供的會員福利、優惠、服務、活動及／或獎賞之會員的身份及／或資格；
  - 向閣下提供會員福利、優惠、服務、活動及／或獎賞；
  - 考慮會員的需要及／或作出相關市場分析及／或研究；
  - 直接促銷本公司之會員福利、優惠、服務、活動及／或獎賞；
  - 轉移至下列第 7 條所列之機構或人士（「第三方」）用於直接促銷與下述第 6(a)條促銷標的的類別有關之服務、獎賞及／或優惠計劃及／或活動（「該等服務」）；
  - 遵守適用法律、規則及規例，以及由監管機構所發出並適用於本公司的指引、執業通告、操守守則及執業指引；
  - 收取欠款；及／或
  - 法律程序及／或判決及／或命令的強制執行。
- 閣下確認及同意，就上述第 3(a)至(d)條所述用途本公司向集團成員（反之亦然）查詢、轉移及收取有關閣下之個人資料。「集團成員」指任何及／或所有在本公司網頁([www.midlandclub.com.hk](http://www.midlandclub.com.hk))內指明為集團成員的公司。
- 使用個人資料作直接促銷
  - 本公司擬使用閣下的姓名及聯絡資料（包括電話號碼、傳真號碼、電郵及／或通訊地址）作直接促銷本公司之會員福利、優惠、服務、活動及／或獎賞。
  - 在未取得閣下的同意前，本公司不能如此使用閣下的個人資料作直接促銷。因此，如閣下反對本公司如此使用閣下的個人資料作直接促銷用途，請在下列空格加上「✓」，然後在空格旁簡簽。  
 閣下（名稱如下）反對本公司如此使用閣下的個人資料作直接促銷。
- 轉移個人資料作直接促銷
  - 本公司擬轉移閣下的姓名及聯絡資料（包括電話號碼、傳真號碼、電郵及／或通訊地址）至第三方用作直接促銷下列該等服務，而本公司或會因此而獲得利益：

(i) 地產代理 <sup>#</sup> ；	(ii) 財務策劃 <sup>#</sup> ；	(iii) 資產管理 <sup>#</sup> ；
(iv) 保險 <sup>#</sup> ；	(v) 物業估值 <sup>#</sup> ；	(vi) 按揭轉介 <sup>#</sup> ；
(vii) 移民顧問 <sup>#</sup> ；	(viii) 銀行服務 <sup>#</sup> ；	(ix) 法律服務 <sup>#</sup> ；及／或
(x) 獎賞及／或優惠計劃及／或活動 <sup>#</sup> 。		
  - 在未取得閣下的書面同意前，本公司不能如此轉移閣下的個人資料至第三方作直接促銷之用。因此，如閣下同意本公司如此轉移閣下的個人資料，請在本聲明最後部份簽署。但如閣下反對本公司如此轉移閣下的個人資料，請在下列空格加上「✓」，然後在空格旁簡簽。  
 閣下（名稱如下）反對本公司將閣下的個人資料轉移至第三方，以作出上述第 6(a)條已被閣下刪除及在旁簡簽附有「#」號的該等服務作直接促銷。
- 由本公司所管有的閣下的個人資料可能會被轉移至以下各方：
  - 向本公司提供獎賞及／或優惠的提供者；
  - 律師事務所、銀行、金融機構、保險公司、按揭轉介、財務策劃、物業估值、移民顧問及／或資產管理服務提供者；
  - 政府機構、監管機構及／或其他合法的機關；
  - 法院、審裁處及／或參與法律程序的各方；及／或
  - 收數公司。
- 當閣下瀏覽本公司網站時，網站伺服器會紀錄閣下的到訪資料，包括閣下的 IP 地址來源、瀏覽時間、網址、瀏覽器類別及裝置類別（網站伺服器訪客紀錄）。本公司使用這些網站伺服器訪客紀錄作維持及改善網站運作，例如判斷最佳網站解像度，得知最多人瀏覽的網頁等。本公司不會，並且無意，使用到訪人士的資料作識辨身份的用途。請注意大多數的瀏覽器都是預設定為接受 cookies 的。閣下可以選擇不接受 cookies 檔案繼續瀏覽本公司網站；但閣下若不接受的話，本網站內某些功能將不能正常運作。
- 根據香港法例第 486 章《個人資料（私隱）條例》，即使閣下已同意本公司使用及／或轉移閣下的個人資料至第三方作直接促銷，閣下仍有權隨時要求本公司在不收費的情況下停止使用及／或轉移閣下的個人資料至第三方作直接促銷。另閣下亦有權查閱及／或改正其個人資料。閣下可隨時致函 [dpo@midlandclub.com.hk](mailto:dpo@midlandclub.com.hk) 或香港中環德輔道中 19 號環球大廈 25 樓 2505-8 室予本公司之「資料保障主任」。根據上述條例，本公司有權就處理閣下查閱及／或改正閣下的個人資料的要求收取合理的費用。
- 本公司之私隱政策聲明可於本公司之網頁上閱覽。所有有關本聲明或個人資料的查詢，請致函 [dpo@midlandclub.com.hk](mailto:dpo@midlandclub.com.hk) 或香港中環德輔道中 19 號環球大廈 25 樓 2505-8 室予本公司之「資料保障主任」。

簽署：

名稱：\_\_\_\_\_

聯絡電話號碼：\_\_\_\_\_

日期：\_\_\_\_\_

**Personal Information Collection Statement (“PICS”)  
Midland Club Limited (the “Company”)**

1. You may be required to supply the Company with personal data for processing your membership application and the provision of membership benefits, privileges, services, activities and/or rewards by the Company, and such personal data may include but not limited to the name and contact details (including but not limited to telephone number, fax number, email and/or correspondence address).
2. Provision of personal data is on a voluntary basis. Failure to supply such personal data may result in the Company being unable to process your membership application and/or provide membership benefits, privileges, services, activities and/or rewards.
3. The personal data provided by you may be used by the Company for the purpose of:
  - (a) processing your membership application;
  - (b) ascertaining and verifying membership status and/or eligibility to membership benefits, privileges, services, activities and/or rewards provided by the Company;
  - (c) provision of membership benefits, privilege, services, activities and/or rewards to you;
  - (d) evaluating members' needs and/or conducting relevant marketing analysis and/or research;
  - (e) direct marketing of the membership benefits, privileges, services, activities and/or rewards of the Company;
  - (f) direct marketing of the services, reward and/or promotional programmes and/or events provided by the institutions or individuals listed in paragraph 7 below (the “Third Parties”) in relation to the classes of marketing subjects specified in paragraph 6(a) below (the “Services”);
  - (g) compliance with the applicable laws, rules and regulations as well as the guidelines, practice circulars, code of ethics and practice directions issued by the regulatory authorities and applicable to the Company;
  - (h) collection of outstanding debts; and/or
  - (i) legal proceedings and/or enforcement of judgments and/or orders.
4. You confirm and agree to the enquiry with, transfer to and receive from the Company of your personal data from relevant Group Members (and vice versa) for the purposes stated in paragraphs 3(a)-(d) above. “Group Members” means any and/or all of the companies as specified in the website of the Company ([www.midlandclub.com.hk](http://www.midlandclub.com.hk)) as Group members.
5. Use of Personal Data for Direct Marketing
  - (a) The Company intends to use your name and contact details (including telephone number, fax number, email and/or correspondence address) for direct marketing of the membership benefits, privileges, services, activities and/or rewards of the Company.
  - (b) Unless we have obtained your consent, the Company cannot use your personal data for direct marketing. Therefore, if you object to the aforesaid use of your personal data for direct marketing by the Company, please tick “✓” in the box below and initial next to it.  
 You (name stated below) object to the aforesaid use of your personal data for direct marketing by the Company.
6. Transfer of Personal Data for Direct Marketing
  - (a) The Company intends to transfer your name and contact details (including telephone number, fax number, email and/or correspondence address) to the Third Parties for use in direct marketing of the following Services, and the Company may derive gain as such:

(i) real estate agency <sup>#</sup> ;	(ii) financial planning <sup>#</sup> ;	(iii) wealth management <sup>#</sup> ;
(iv) insurance <sup>#</sup> ;	(v) property valuation <sup>#</sup> ;	(vi) mortgage referral <sup>#</sup> ;
(vii) immigration consultancy <sup>#</sup> ;	(viii) banking <sup>#</sup> ;	(ix) legal services <sup>#</sup> ; and/or
(x) reward and/or promotional programmes and/or events <sup>#</sup> .		
  - (b) Unless we have obtained your written consent, the Company cannot transfer your personal data to the Third Parties for use in direct marketing. Therefore, if you agree to the aforesaid transfer of your personal data by the Company to the Third Parties, please sign at the end of the PICS. However, if you object to this, please tick “✓” in the box below and initial next to it.  
 You (name stated below) object to the aforesaid transfer of your personal data by the Company to the Third Parties for use in direct marketing in relation to the Services marked “#” that you have deleted and initial next to it under paragraph 6(a) above.
7. Your personal data held by the Company may be transferred to the following parties:
  - (a) service providers of the Company offering rewards and/or promotions;
  - (b) law firms, banks, financial institutions, insurers, service providers for mortgage referral, financial planning, property valuation, immigration consultancy and/or wealth management;
  - (c) government agencies, regulatory bodies and/or other lawful authorities;
  - (d) courts, tribunals and/or parties to the legal proceedings; and/or
  - (e) debt collection agencies.
8. When you visit the Company’s website, the Company’s webserver makes a record of your visit that includes your source IP address, access time, URL, browser type and your device type (webserver access log). The Company uses the webserver access log for the purpose of maintaining and improving the Company’s website such as to determine the optimal screen resolution, which pages have been most frequently visited etc. The Company does not use, and has no intention to use the visitor data to personally identify anyone. Most web browsers are initially set up to accept cookies. You have a choice not to accept the cookies, but if you do, certain functionality may not be available.
9. Pursuant to Personal Data (Privacy) Ordinance (Cap 486, Laws of Hong Kong), even if you have given consent to the Company on the use and/or transfer to the Third Parties of your personal data for direct marketing, you still have the right, at any time without charge, to request the Company to cease to use and/or transfer your personal data to the Third Parties for direct marketing. You may also request to access and/or correct your personal data. You may at any time write to the Data Protection Officer of the Company at [dpo@midlandclub.com.hk](mailto:dpo@midlandclub.com.hk) or Rooms 2505-8, 25/F, World-Wide House, 19 Des Voeux Road Central, Hong Kong. Under the said Ordinance, the Company has the right to charge a reasonable fee for the processing of your data access and/or correction request.
10. The Privacy Policy Statement of the Company is available on the Company’s website. For enquiries about this PICS or personal data, please write to the Data Protection Officer of the Company at [dpo@midlandclub.com.hk](mailto:dpo@midlandclub.com.hk) or Rooms 2505-8, 25/F, World-Wide House, 19 Des Voeux Road Central, Hong Kong.

Signature: \_\_\_\_\_

Name : \_\_\_\_\_  
Contact No. : \_\_\_\_\_  
Date : \_\_\_\_\_