

Privacy Policy Statement

This Policy applies to Apex Insurance Brokers Limited (hereinafter collectively referred to as “myVHIS”, “our”, “we”, or “us”).

You must read this Policy carefully and we recommend that you print and retain a copy for your future reference. By accessing, browsing or otherwise using this website (www.myvhis.hk, “Website”), you confirm that you have read, understood and agree to this Policy in its entirety. If you do not agree to this Policy in its entirety, you must not use this website.

We are committed to protecting the privacy, confidentiality and security of the personal information we hold by complying with the requirements of Personal Data (Privacy) Ordinance (Cap. 486) with respect to the management of personal information. We are equally committed to ensuring that all our employees and agents uphold these obligations.

If there is any discrepancy between the English and Chinese versions of this Statement, the English version shall prevail.

How do we use your personal data?

The information we hold and process includes information about, and received from you, and/or your agents and will be used by us and/or our agents to provide services to you. The details, which you provide may also be used in order to help us administer the website, to update our records and/or for marketing purposes. Please advise us if you do not wish your information to be used in this manner.

Our employees, contractors and agents may be given access to the information that you provide to us, but their use of such information shall be limited to the performance of their duties and shall be retained for a period no longer than is necessary. Such employees, contractors and agents who have access to your personal data are required to keep that information confidential and are not permitted to use it for any other purposes. We may also disclose your information: where we are required to do so by law (including for crime, fraud prevention and related purposes); in order to establish or defend our legal rights; or where necessary to exercise our legitimate business interests. Relevant portions of your data may also be used for other secondary legal, administrative and management purposes such as audits and research.

Any information provided by you to us may be transferred to our group companies, our agents and service providers for the purposes for which it was collected. We will protect all personal information in accordance with all applicable data protection requirements.

We do not sell, rent, loan, trade or lease any personal information recorded on this Website.

Use of personal data for direct marketing purposes

We may, from time to time:

- a) use your personal information to conduct direct marketing activities in relation to insurance, provident funds or schemes, financial services and any related products and services. Such products and services may be provided by us and/or: (i) companies within our group; (ii) any of our affiliates; (iii) insurance companies or financial institutions who partner with us; or (iv) our business partners or co-branding partners.
- b) provide your personal information to all or any of the parties/persons described in (a) above for their use in marketing those products and services.

Before using your Personal Information for the purposes and/or providing your Personal Information to the parties/persons set out in (a) and/or (b) above, we must obtain your written consent, and, only after having obtained such written consent, may we use and provide your Personal Information for any promotional or marketing purpose.

You may, in the future, withdraw your consent to the use and/or provision of your personal information for direct marketing. If you wish to withdraw your consent, please contact our Ms. Anna Tang by any of the following means:

- a) by fax to (852) 2376 2325;
- b) by email to anna.tang@apexins.com; or
- c) by post to: Ms. Anna Tang, Apex Insurance Brokers Limited, 11/F, Surson Commercial Building, 140-142 Austin Road, Kowloon

Upon your request, we shall, without charge to you, ensure that you are not included in future direct marketing activities.

Access and correction

Under the Personal Data (Privacy) Ordinance (Cap. 486), you have the right to ascertain whether we hold your personal information, to obtain a copy of the information and data, and

to correct any item of information or data which is inaccurate. You may also request us to inform you of the type of personal information which we hold.

Requests for access and correction or for information regarding policies and practices and kinds of personal information held by us should be directed to any one of the following response channels:

- d) by fax to (852) 2376 2325;
- e) by email to anna.tang@apexins.com or
- f) by post to: Ms. Anna Tang, Apex Insurance Brokers Limited, 11/F, Surson Commercial Building, 140-142 Austin Road, Kowloon

A reasonable fee may be charged to offset our administrative and actual costs incurred in complying with your Personal Information access requests.

Cookies

In order to provide the most convenient Internet services to you, we occasionally use “cookies”. Cookies are small data files that are automatically stored in your web browsers that can be retrieved by this website. Cookies can help our website function more efficiently by storing information about your preferences on particular websites, thus enabling us to provide more useful features and information to you. These cookies do not collect or store your name, address or any personal data. Most web browsers are initially set up to accept cookies. You may disable the cookies by changing the settings on your web browser.

Links to other websites

This website may contain links to other websites. We are not responsible for the data protection policies and/or procedures of such other websites. If you access a hyperlink, we encourage you to read the privacy statement of those other websites you visit.