

Personal Information Collection Statement (PICS)

Lifestyle Insurance (the “Company”) is a registered trade name of Platinum Financial Services Limited (PFS) for General Insurance business. Lifestyle Insurance, a member of the Business Class Group, recognises its responsibilities in relation to the collection, holding, processing, use and/or transfer of personal data under the Personal Data (Privacy) Ordinance (Cap. 486) (PDPO). Personal data will be collected only for lawful and relevant purposes and all practicable steps will be taken to ensure the accuracy and security of personal data held by the Company and to avoid unauthorised or accidental access, erasure or other use.

Please note that if you do not provide us with your personal data, we may not be able to provide the information, products or services you need or process your request.

Purpose of Collection

From time to time it is necessary for the Company to collect your personal data, which may be used, stored, processed, transferred, disclosed or shared by us for the following purposes including:

1. offering, providing and marketing to you the products/services of the Company, other companies of the Business Class Group or our business partners, and administering, maintaining, managing and operating such products/services;
2. processing and evaluating any applications or requests made by you for products/services offered by the Company and our affiliates;
3. providing subsequent services to you, including but not limited to administering the policies issued;
4. any purposes in connection with any claims made by or against or otherwise involving you in respect of any products/services provided by the Company and/or our affiliates, including investigation of claims;
5. evaluating your financial needs;
6. improving products/services for customers;
7. conducting market research for statistical or other purposes;
8. matching any data held which relates to you from time to time for any of the purposes listed herein;
9. making disclosure as required by any applicable law, rules, regulations, codes of practice or guidelines or to assist in law enforcement purposes, investigations by police or other government or regulatory authorities in Hong Kong or elsewhere;
10. conducting identity and/or credit checks and/or debt collection;
11. complying with the laws of any applicable jurisdiction;
12. carrying out other services in connection with the operation of the Company’s business; and
13. other purposes directly relating to any of the above.

Transfer of Personal Data

Personal data will be kept confidential but, subject to the provisions of any applicable law, may be provided to:

1. any of our affiliates within the Business Class Group, your insurer, industry association or federation, fund management company or financial institution in Hong Kong or elsewhere and in this regard you consent to the transfer of your data outside of Hong Kong;
2. any person in connection with any claims made by or against or otherwise involving you in respect of any products/services provided by the Company and/or our affiliates;
3. any agent, contractor or third party who provides administrative, technology or other services (including direct marketing services) to the Company and/or our affiliates in Hong Kong or elsewhere and who has a duty of confidentiality to the same;
4. any actual or proposed assignee, transferee, participant or sub-participant of our rights or business;
5. any government department or other appropriate governmental or regulatory authority in Hong Kong or elsewhere.

Transfer of your personal data will only be made for one or more of the Purposes specified above.

Use and Provision of Personal Data in Direct Marketing

The Company would like to use your name, contact details, financial background and demographic data for direct marketing by mail, email or telephone to provide you with information about our Financial Advisory Services (insurance, investments, pensions, private banking and property). The above products and services may be provided by the Company and/or any of our affiliates within the Business Class Group and other companies which are business partners with whom the Company maintains business referral or partnerships.

Before using your personal data for the purposes and providing to the transferees set out above, the Company must obtain your written consent (which includes an indication of no objection) for that purpose. You may in future withdraw your consent to the use and provision of your personal data for direct marketing.

Important. If you do not agree or if you wish to withdraw your consent to the use of your personal data for direct marketing purposes set out in the above personal information collection statement, please use this [unsubscribe](#) link or write to the Data Privacy Officer at the address below*.

*Data Privacy Officer, Platinum Financial Services Limited, Unit 501 Unicorn Trade Centre, 127-131 Des Voeux Road Central, Hong Kong.

Access and Correction of Personal Data

Under the PDPO you have the right to ascertain whether the Company holds your personal data, to obtain a copy of the data, and to correct any data that is inaccurate. You may also request the Company to inform you of the type of personal data held by it. The company is entitled to charge a reasonable fee for processing any such request.

You can make a request by contacting the Data Privacy Officer at the address above.*