

## 私隱政策聲明

### 收集個人資料的目的

本公司之個人資料搜集措施，是用以辨識、檢索及處理顧客紀錄，使本公司能跟進顧客需要，提供貼身適切服務。有關閣下身分識別資料的特定用途，詳見下列收集個人資料聲明。

### 收集原則

為保障閣下個人資料的私隱權，本公司確保在收集、使用、保留、轉移及查閱個人資料方面的政策及常規，均符合香港法例第 486 章《個人資料 (私隱) 條例》的規定。

### 收集方式

在使用本公司提供之任何醫療、診症或其他服務前，本公司會要求閣下出示香港身分證正本或／及結婚證書副本，並記錄閣下的身分證號碼或／及結婚證書號碼。閣下如不欲出示身分證正本，本公司保留向閣下提供任何服務或產品的權利。

### 收集個人身分標識符

閣下或須不時提供可辨識閣下個人身分的資料，包括但不限於閣下的姓名、性別、年齡、身分證明文件號碼、結婚證書號碼、電話號碼、傳真號碼、住址、電郵地址、信用卡資料、教育程度、職業、家庭收入、興趣及喜好活動等。如閣下拒絕提供有關資料，可能令本公司無法為閣下提供適切的服務。如閣下未滿十八歲，必須先得到家長或監護人的同意，方可向本公司提供任何可辨識個人身分的資料。

### 直銷

閣下一旦向本公司提供可辨識個人身分的資料，便可能會不時收到本公司／本公司聯號機構或合作夥伴的電話電郵、直接的推廣郵件或以其他方式為您提供營銷資訊，更多詳情請見以下營銷及推廣章節。如閣下不希望接收有關資料，請連同閣下的中英文姓名、ZMC 號碼及聯絡電話致函本公司顧客服務經理。本公司或會要求閣下在登記使用任何繳費服務前，先表明閣下的意向。

### 營銷及推廣

我們可能將個人資料用於營銷及推廣目的，包括 (i) 向您發送或展示有關本集團的最新資訊、優惠及推廣消息，包括比賽和抽獎活動資訊；(ii) 向您發送或展示有關我方計劃合作夥伴的聯營優惠（如比賽及抽獎活動）；或 (iii) 度身定制和追蹤您與網上橫額廣告以及從第三方網站連結至我方網站的互動。此外，我們可能使用個人資料來分析會員偏好及市場趨勢，並從中洞悉新現象，讓我們可度身定制向您提供獎勵及優惠。當中可能涉及我們將所持有的關於您使用我方服務的個人資料，與我們收集到有關您網絡使用情況的資料互相併合。另外，我們也可能將收集所得關於您的資料，與關於其他客戶的資料互相併合，從中新洞悉新現象，並確立市場趨勢。我們可能將這些得出的觀察提供予我們的第三方計劃合作夥伴，供他們用於營銷及推廣目的。此外，我們目前正為營銷和推廣而使用第三方服務供應商（例如營銷機構及社交媒體平台）提供的廣告服務及產品，當中可能涉及我們與其分享我方所持有關於您的個人資料。

我們可能透過郵寄、電話或網上方式（包括經由電郵或您的流動裝置或透過網上橫額廣告）向您提供營銷、推廣通訊及研究邀請；在適當和必要情況下，我們會在收集您的資料時徵求您的同意，或讓您有機會選擇不收取營銷資料。您可按照以下所列方式聯絡我們，表示選擇停收相關通訊。請注意，如您選擇取消訂閱或停止收取營銷通訊，您仍會繼續收到我方的管理電郵、賬戶摘要及我方服務的最新資訊。

## 資料的保存

閣下與本公司進行業務往來之時，本公司將保存閣下所有交易紀錄以作審核之用。本公司的一般政策是將有關資料保存一段合理時間。

## 資料的披露

本公司通常可與旗下公司、附屬公司、聯號公司及彼等擁有權益的任何公司共用閣下的個人資料，或向其轉移有關資料，詳情請參閱本公司有關收集個人資料的聲明。倘閣下不希望本公司向任何第三者披露閣下的資料，請連同閣下之中英文姓名、ZMC 號碼及聯絡電話致函本公司顧客服務經理。

## 查閱個人資料

閣下可填寫表格 OPS003 <https://www.immd.gov.hk/hkt/forms/forms/ops003.html> 或以書面致函方式，向本公司顧客服務經理要求查閱閣下的個人資料，本公司會按《個人資料(私隱)條例》第 19 (1) 條規定，在收到閣下要求後四十天內依從閣下要求。根據條例第 20(3e) 條的規定，如閣下拒絕以表格或書面方式提出查閱要求，本公司有權拒絕閣下的查閱要求。根據條例第 28 條，本公司可向查閱資料者徵收合理費用。然而，倘閣下確實是為作出合理更正而查閱個人資料，本公司可酌情豁免有關費用。

## 更正個人資料

閣下必須以書面致函本公司顧客服務經理提出更改個人資料，並提供須更正的正確資料。本公司會按《個人資料(私隱)條例》第 23 條規定在收到閣下要求後四十天內更正閣下的個人資料。更正個人資料不會收費。

## 保安

閣下向本公司提供的個人資料將妥為存置於本公司的客戶服務系統內，只有獲授權人士方可查閱。

## 查詢

如欲查詢本公司的私隱政策聲明，歡迎聯絡本公司顧客服務經理。(本聲明可未經事先通知而不時修改，請閣下經常查察。)

## 收集個人資料聲明

閣下作為 UMH(Union Medical Healthcare)集團旗下卓越醫務中心的病人或顧客，在使用或購買本公司的服務及/或產品(「有關服務」)時，可能需要向本公司及聯營第三方公司、旗下附屬公司、聯營公司及合作機構等提供閣下的個人資料(「有關個人資料」)。倘有關個人資料並不完整或不正確，本公司可能無法向閣下提供或繼續提供有關服務。本公司時刻將閣下的個人資料保密處理。本公司有關收集、使用、保存、披露、轉移、保密及查閱個人資料的政策及常規，均符合香港法例及《個人資料(私隱)條例》規定，並已載於本聲明內。

閣下同意向本公司提供的有關個人資料可由本公司使用及保存，以配合以下用途及法律上不時要求之其他用途：

### 1. 提供有關服務；

服務包括：

(a)會員優惠：購物優惠、增值優惠、積分優惠、聯營優惠及會員活動優惠。

(b)會員服務：電話預約、申請、日常運作、查詢、建議、投訴、涉嫌可疑交易處理及跟進、延續使用及終止使用會員服務。

(c)產品推銷：有關卓越醫務中心的產品和服務推銷。

(d)為更瞭解客戶及提供更優質服務而進行的服務意見調查。

### 2. 本公司、本公司代理人、附屬公司、合作夥伴及/或聯營推廣公司，用於推廣與有關服務相關的商品及或服務及用於推廣商品及/或服務；

3. 處理來自有關服務或與其有關的利益；
4. 就提供有關服務而分析、核實及/或檢查閣下的信用、付款及/或狀況；
5. 處理閣下要求的付款指示、直接扣賬安排及/或信貸安排；
6. 方便日常操作閣下的賬戶及/或就有關服務收取閣下賬戶內的應繳款項；及閣下並同意，本公司可披露及轉移（無論在香港、澳門、中國大陸地區或海外）本公司為上述目的而使用、披露、持有、處理、保留或轉移閣下個人資料的權利予本公司的代理人、承辦商、電訊營運商、第三者收賬機構、信用諮詢機構、保安機構、信貸供應商、銀行、金融機構、向本公司負有保密責任的其他人士，及本公司實際或建議受讓人。

此外，根據閣下與本公司的協議，本公司可以將閣下的個人資料披露及轉移（無論在香港、澳門、中國大陸地區或海外）予卓越醫務中心及其旗下公司、附屬公司、聯營公司及彼等擁有權益的公司，並可將有關個人資料存入本公司或卓越醫務中心及其旗下公司、附屬公司、聯營公司及彼等擁有權益的公司為上文所述目的而持有的一個或多個資料庫（可能載有本公司或卓越醫務中心及其旗下公司、附屬公司、聯營公司及彼等擁有權益的公司收集的其他資料），以推廣本公司及/或其旗下公司、附屬公司、聯營公司及彼等擁有權益的公司的商品及/或服務並用以比較閣下就上述目的而向本公司及/或旗下公司、附屬公司、聯營公司及彼等擁有權益的公司提供的其他資料。

根據有關條例，本公司有權對查閱個人資料的要求收取合理的處理費用。如欲查閱或更正個人資料，或要求得到本公司所持個人資料的副本，請致函下列地址提出要求：九龍尖沙咀廣東道 5 號海港城海洋中心 16 樓 23 室。倘閣下不欲收取本公司就提供有關服務/商品之推廣資訊，或不欲本公司為本段所述目的而披露、轉移或使用閣下的個人資料，請以書面通知本公司，並註明閣下的中英文姓名、ZMC 號碼及聯絡電話。公司地址：九龍尖沙咀廣東道 5 號海港城海洋中心 16 樓 23 室或傳真至 2110 4765。請於信封面或文件上註明《拒絕使用個人資料作直接市場推廣》。

根據《個人資料 (私隱) 條例》，閣下有權：

1. 確定本公司是否持有閣下個人資料；
2. 在合理時間內查閱本公司持有的閣下個人資料；
3. 以合理方式查閱本公司持有的閣下個人資料；
4. 要求本公司更正不正確的個人資料。

如有查詢，請於以下辦公時間內致電客戶服務部電話 2110 4760:

辦公時間：星期一至星期五 上午 9 時至下午 6 時(公眾假期除外)

## Privacy Policy

### The purpose of Collecting Personal Information

The personal data collection measures for the identification, retrieval and processing of customer records, enabling the Company to follow up on customer needs, provide personal with appropriate services. Specific purposes relating to your personally identifiable information, kindly see the next page of Personal Information Collection Statement.

### Collection Policy

To safeguard your personal data privacy rights, the Company ensures that policies and practices in the collection, use, retention, transfer and access to personal data are in line with the provisions of Chapter 486, Laws of Hong Kong Personal Data (Privacy) Ordinance.

### Collection Methods

Before the purchase of the Company's medical service or product, the company will ask you to show your Hong Kong identity card /& Marriage Certificate and record your identity card /& Marriage Certificate number. If you do not want to show it, the Company reserves the right to provide any services or products to you.

### Collection of Personal Identifiers

You may be required to provide recognition of your personal identity information, including but not limited to your name, gender, age, identity document number, Marriage Certificate number, telephone number, fax number, address, email address, credit card information, education level, occupation, household income, interests and preferences. If you refuse to provide such information may cause the Company cannot provide you with appropriate services. If you are under 18 years old, must first obtain the consent of a parent or guardian before providing any personally identifiable information to the Company.

### Direct selling

You provide the Company with personally identifiable information, you may from time to time to receive the Company / the Company affiliated agencies or partners, telephone, email or direct mailings containing promotional materials. If you do not want to receive relevant information, write to our Customer Service Manager, along with your Chinese and English name, ZMC number and contact telephone numbers. The Company may require you to register for any of our paid services, to indicate your preference.

### Marketing and Promotion

We may use Personal Data for marketing and promotional purposes, including (i) for sending or showing you updates on latest news, offers and promotions, including contests and sweepstakes, in connection with UMH; (ii) for sending or showing you joint marketing offers, including contests and sweepstakes; or (iii) for tailoring and tracking your interactions with internet banner advertisement and links from third party websites to our website.

We may also use Personal Data to analyze our members' preferences and market trends and derive insights, which we may use to tailor the types of awards and offers that we present to you. This may involve us combining Personal Data that we hold about your use of our services with information that we have collected about your web usage. We may also combine information that we have collected about you with information that we have collected about our other customers in order to derive these insights and establish market trends. We may provide these insights to our third party programme partners for their marketing and promotional

purposes. We also use advertising services and products provided by third party service providers (such as marketing agencies and social media platforms) for marketing and promotional purposes, which may involve us sharing Personal Data that we hold about you with them.

We may communicate marketing, promotions and research invitations to you by post, telephone, or online (including by email or through your mobile device or via online banner advertisement) and, as appropriate and where required, we will ask you for your consent, or otherwise provide you with the opportunity to choose not to receive marketing, at the time we collect your data. We will provide an option to unsubscribe or opt out of further communication on any direct marketing communication sent to you. You may also opt out by contacting us as set out in paragraph 8 below.

Please note that if you choose to unsubscribe or opt out of marketing communication, you will still continue to receive administrative emails, account summaries and updates to our services.

### **Information Preservation**

You and the Company to conduct business, the company will save all of your transaction records for auditing purposes. From the Company's general policy, all relevant information will be kept for a reasonable period of time.

### **Disclosure of Information**

Normally the Company can share your personal data or to transfer the relevant information with its subsidiaries, associated companies and the ownership interests in any company, please refer to our statement about the collection of personal data. If you do not wish the Company to disclose your information to any third party, kindly write to our Customer Service Manager, along with your Chinese and English name, ZMC number and contact telephone numbers.

### **Access to Personal Data**

You can fill out the form OPS003 or write to request access to your personal information to the company's customer service manager, the Company is based on the provisions of section 19 (1) of the Personal Data (Privacy) Ordinance, to reply you in receipt of your requirements within 40 days. In accordance with the provisions of section 20 (3e), if you refuse the access request form or in writing, the Company reserves the right to refuse your access request.

Under section 28, the Company may charge a reasonable fee for information access. However, if you indeed to make reasonable corrections access to personal data, the Company may exempt from the relevant charges.

### **Collection of Personal Data**

For a change of personal data, you have to write to our Customer Service Manager and provide the correct information to be corrected. The Company is based on the provisions of section 23 of the Personal Data (Privacy) Ordinance to correct your personal data within 40 days after the receipt of your request. Correction of personal data will not charge.

### **Security**

Your personal information will be duly placed on the Company's customer service system, only authorized persons can access.

### **Inquiry**

For inquiries concerning our Privacy Policy Statement, please contact our Customer Service Manager. (This statement may, without prior notice from time to time to modify, kindly frequently inspect.)

## Personal Information Collection Statement

You as Zenith Medical Centre of UMH (Union Medical Healthcare) customer, in using or purchase our services and / or products ("Services"), may need to provide the Company, Joint Promotion Parties, our subsidiaries, associated companies and business associates in connection with any of the above purposes and/or any of the services such companies and associates with your personal data ("Personal Information"). If personal information is incomplete or incorrect, the Company may unable to provide or continue providing the services to you.

We shall keep the confidentiality of your personal data. The Company relating to the collection, use, preservation, disclosure, transfer, confidentiality and access to personal information policies and practices are in compliance with the laws of Hong Kong and Personal Data (Privacy) Ordinance, and has set out in this Policy Statement.

You agree that the personal data provided to the Company can be used and saved to cater for the following purposes and for you and the Company has agreed or legal requirements from time to time for other purposes:

1. To provide the service;  
Including service: (a) Member offers: spending, value adding, bonus redemption, joint promotion, member activities (b) Member services: reservation, application, daily operation, handling and following up member enquiries, suggestions, complaints and suspected suspicious transactions. (c) Promotion products: products and services promoted by Zenith Medical Group. (d) Conducting services surveys to better understanding of customer's needs.
2. The Company, our agents, subsidiaries or partners for the promotion of goods and related services and / or services for the promotion of goods and / or services;
3. To handle benefit from the service or relevant aspect;
4. To provide the service analysis, to verify and / or check your credit, payment and / or condition;
5. To handle your request of payment instructions, direct debit facilities and / or credit facilities;
6. To facilitate the daily operation of your account and / or related services to receive the amount due in your account;  
And You further agree that the Company may disclose and transfer (whether in Hong Kong ` Macau ` China or overseas) for the above purposes, use, disclosure, possession, handling, retention, or the right to transfer your personal information to our agents, contractors suppliers, telecommunications operators, third party accounts receivable agencies, credit reference agencies, security agencies, credit providers, banks, financial institutions, person responsible a duty of confidentiality for the Company, and actual assignee.

In addition, according to your agreement with the Company, the Company can be disclosure and transfer your personal data (whether in Hong Kong ` Macau ` China or overseas) to Zenith Medical Centre and its companies, subsidiaries, associated companies and having an interest in company, and store the personal data in the Company or Zenith Medical Centre and its companies, subsidiaries, associated companies and having an interest in company held for the purposes described above, one or more database (may contain other information collected by the Company or Zenith Medical Centre and its companies, subsidiaries, associated companies and having an interest in company) to promote the Company and / or its companies, subsidiaries goods and / or services of associated companies and their ownership interest in company and used to compare your provided additional information to the above purposes to the Company and its companies, subsidiaries, associated companies and having interest in company.

Under the Ordinance, the Company reserves the right to charge reasonable charge for access to personal data processing. For access to or correction of personal information, a copy of the personal data held by the Company, please write to the following address to request: Suite 1623, 16/F, Ocean Centre, Harbour City, 5 Canton Road, Tsim Sha Tsui, Kowloon. You may opt-out from receiving irrelevant promotion information with purchased services or products, or do not want the Company to disclosure,

transfer or use of your personal data, contact us by mail or fax quoting your Chinese and English name, ZMC number and contact telephone numbers: Company address: Suite 1623, 16/F, Ocean Centre, Harbour City, 5 Canton Road, Tsim Sha Tsui, Kowloon or Fax no.: 2110 4760. Please marked "refused to use the personal data for direct marketing"

Under the Personal Data (Privacy) Ordinance, you have the right to:

- (1) determine whether the Company holds your personal information;
- (2) access to your personal information held by the Company within a reasonable time;
- (3) check your personal information The Company held in a reasonable manner;
- (4) require the Company to correct the incorrect personal information.

For inquiry, please contact our customer service at 2110 4760 between the following operation hours:

Operation Hours: 9:00 am to 6:00 pm (Mon-Fri)(Except public holidays)