

## **Important Notice**

### **Bank of China (Hong Kong) Limited**

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- For Internet Banking and Mobile Banking services, cookies with a unique identifier assigned by the Company will be stored in the visitors' web browser(s) throughout the session after login. It is a common practice in the industry to enhance the service experience of Internet Banking or Mobile Banking with the usage of cookies. If cookies are not used, visitors may need to provide login credentials (user ID and password) repeatedly when accessing each new page of the Internet Banking or Mobile Banking services. Cookies will be expired upon logging off.
- When visitors navigate the Company's website, the Company may use third-party applications (such as Google Analytics) to assist the Company to record the Advertising Source, cookies-related ID and browsing history of the visitors. Such third-party applications will organise, aggregate and analyse the collected data (which does not involve any personally identifiable information) on behalf of the Company. Such analysed (non-personal) information may be used together with the personal data collected by the Company for the purposes of statistical analysis



and improving marketing efficiency. The Company and such third-party applications will keep the relevant information for an appropriate period of time based on actual needs. The Company will not provide any personal data (which could identify visitors) to or collect any personally identifiable information from such third-party applications for the foregoing purposes.

- When visitors navigate the Company's website, web browsers will share cookies-related ID with the Company and third-party agencies (such as website or mobile application analytics companies). The Company may entrust third-party agencies to analyse information in relation to visitors' online activities other than the Company's website (including usage preferences and patterns) through the use of cookies-related ID. Such information may be analysed together with the personal data collected by the Company for the purposes of statistical analysis and improving marketing efficiency, and to enable the Company to gain a better understanding of visitors' preferences. The Company and such third-party agencies will keep the relevant information for an appropriate period of time based on actual needs. The Company will not provide any personal data (which could identify the identity of visitors) to or collect any personally identifiable information from such third-party agencies for the foregoing purposes.
- The Company may also work with third parties to research certain usage and activities on the Company's website for us. These third party research agencies include Google Campaign Manager (DoubleClick Campaign Manager), Google Ads (AdWords), Google Display & Video 360 (DoubleClick Bid Manager).
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information about visitors is collected or shared by DoubleClick Campaign Manager、AdWords、DoubleClick Bid Manager with the Company as a result of this research and no visitors' personal data is stored. Should visitors wish not to be tracked by cookies associated with these technologies such as spotlight tags and web beacons and applications such as Sizmek, Bing, DoubleClick Bid Manager/Google Adwords, Facebook, WebTrends, Yahoo, theTradeDesk and Adobe, etc., visitors may do so by changing the setting on visitors' browser. No personally identifiable information about visitors is collected or shared by the above listed technologies and applications with the Company as a result of this research.

- If visitors do not wish the Company and third parties to use the cookies-related ID or Advertising Source for the purposes of statistical analysis and improving marketing efficiency, they may change the relevant setting in the browser (generally navigate to "Privacy" in the browser's settings). However, visitors may not be able to log into our Internet Banking and Mobile Banking services afterwards.
- The Company respects personal data privacy and commits to observe the provisions of the Personal Data (Privacy) Ordinance.

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