

Update of Contact Information for Corporate Membership 公司會籍更新聯絡資料

Information update in English is preferred. 建議以英文填寫資料。

Please tick the appropriate boxes. 請在適當方格內加上✓號。

Name of Corporate Member 公司會員名稱: _____

Corporate Member Number 公司會員編號: _____

We would like to change the following contact information with effect from 本公司擬更改以下聯絡資料, 生效日期為: _____ (day 日/month 月/year 年).

A) Business Address Information 業務地址資料

Company Name 公司名稱: _____		
Contact Person 聯絡人: _____	Position 職銜: _____	
Room Type 房間類型: <input type="checkbox"/> Room 室 <input type="checkbox"/> Suite 套房 <input type="checkbox"/> Unit 單位 <input type="checkbox"/> Shop 商舖	Room Number 室號: _____	
Floor 樓層: _____	Block Type 屋宇種類: <input type="checkbox"/> Block 座 <input type="checkbox"/> House 屋 <input type="checkbox"/> Tower 座	Block Number 座號: _____
Name of Building 大廈名稱: _____		
Street No. 街道號碼: _____	Street 街道: _____	
District 地區: _____	Region 區域: <input type="checkbox"/> Hong Kong 香港 <input type="checkbox"/> Kowloon 九龍 <input type="checkbox"/> New Territories 新界	

B) Other Contact Information 其他聯絡資料

	Primary Contact Information 常用聯絡資料	Secondary Contact Information 備用聯絡資料
Business Phone 業務電話	Primary Hong Kong Business Phone Number 常用香港業務電話 □ □ □ □ - □ □ □ □	Secondary Hong Kong / Overseas Business Phone Number 備用香港/海外業務電話 _____
Fax No. 傳真號碼	Primary Hong Kong Fax Number 常用香港傳真號碼 □ □ □ □ - □ □ □ □	Secondary Hong Kong / Overseas Fax Number 備用香港/海外傳真號碼 _____
Email 電郵	Primary Business Email (for communicating Membership-related matters) 常用業務電郵地址(作聯絡會務事宜之用途) _____@_____	Secondary PA Email Address 備用私人助理電郵地址 _____@_____

For updating any contact information of nominee(s), please complete "Update of Contact Information and Communications Preferences" form of individual members.

如需更改公司代表人之聯絡資料, 請填妥個人會籍的“更新聯絡資料及設定通訊選擇”表格。

Authorized Person 授權人名稱

Company Stamp 公司印章

Authorized Signature 授權人簽署

Date 日期

For Office Use 職員專用

Privacy Policy Statement

The Club's Commitment to Protect Your Privacy

The Hong Kong Jockey Club and where applicable, each of its subsidiaries (together "the Club"; each a "Club Entity"), are committed to ensuring the privacy and security of the Personal Data (as defined below) they hold. The Club aims to meet this commitment by implementing the principles and requirements of the Personal Data (Privacy) Ordinance ("the Ordinance") of the Hong Kong Special Administrative Region of the People's Republic of China ("Hong Kong"). This Privacy Policy Statement is intended to explain the Club's privacy practices.

For the purpose of this Privacy Policy Statement, "subsidiaries" of The Hong Kong Jockey Club refer to the "subsidiaries" of The Hong Kong Jockey Club as set out in the annual report of The Hong Kong Jockey Club.

Collection of Personal Data

From time to time and for the purpose of carrying on the Club's businesses and operations, including the provision of facilities, goods and services to you, you may be requested to supply data that may directly or indirectly identify you or other person(s) as an individual ("Personal Data") such as, but not limited to, the following:

1. Information about you such as your full name, date of birth, gender, nationality, marital status, educational background, professional qualifications, employment history, public appointments, awards and recognitions and community services;
2. Photographs and other images of yours and biometric data, such as your voice, voice ID, thumb ID and facial recognition data;
3. Contact details such as email address, mailing and residential address, telephone/mobile number, and fax number;
4. Unique identifiers or personal identifiers for the membership and other programmes managed and/or operated by the Club, including but not limited to the membership number, betting account number, and identifiers/account numbers for horse ownership programme and any other loyalty /reward programmes and initiatives managed and/or operated by the Club (as applicable) and the relevant login credentials;
5. Your usage, transactional and activity records of the facilities, goods and services and provided and/or operated by the Club, including but not limited to those under your membership, horse ownership programme, betting account, loyalty /reward programmes and/or other initiatives (as applicable);
6. Information collected in your application for the Club's membership ("Membership"), Membership number and details of use of product and services under your membership account;
7. Information provided in your application for horse ballot and registration as an Owner and details of your use of services in relation to horse ownership;
8. Information collected in your application for a betting account, betting account number and details of transactions conducted under your betting account;
9. Information for verification of identity, including identification type and identification number (such as your Hong Kong Identity Card number) and other applicable laws, regulations and requirements, you are required to be provided;
10. Payment information such as card holder name, your credit or debit card number and expiry date, information about your bank account or other payment services, billing address and other information;
11. Your interests, preferences and opinions and your responses to market surveys and contests conducted by the Club or on its behalf;
12. Details of other transactions or purchase or use of product or services with the Club or a Club Entity or their respective business partners;
13. Information the Club collects about you when you use the Club's websites ("Websites"), mobile applications ("Apps"), web pages (including social media pages) ("Web Pages") and systems, e.g. general diagnostic and usage data, geographic location of your device, details about your device, technical information (e.g. IP address, your log-in information, browser type and version, any unique device identifiers etc.), information about your visit (e.g. the full URL, clickstream to, through and from the Club's Websites, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs) and browsing history, etc.);
14. Any other Personal Data and/or information provided by you, acquired and/or came into existence during the establishment or maintenance of business relationship or the performance of contracts or for compliance with laws, regulations, regulatory requirements and/or any Club's rules and bye-laws.

Supply of Personal Data to the Club is non-obligatory, but failure to do so may result in the Club being unable to process your application(s) or to provide facilities, goods and services to you.

Occasionally, you may need to provide Personal Data about other individuals to the Club (e.g. spouse, children or guests). In that event, to comply with the Ordinance and other applicable laws, regulations and requirements, you are required to have first obtained the authorisation of such individuals before using, disclosing and transferring their Personal Data, including giving consent on their behalf to the Club's possible use, disclosure and transfer of their Personal Data. You agree to, upon the Club's request, provide any supporting documents which may be necessary to prove such authorisation. You also agree to procure and ensure that they have made access to this Privacy Policy Statement and advise them that the Club can be contacted for further information.

Use of Personal Data

Your Personal Data may be used for the following purposes:-

1. Providing facilities, goods, services and support or performing transactions and administration work related to the following operations of the Club, including but not limited to:
 - a. the Club's core operations of racing, betting and membership;
 - b. racecourses, clubhouses, catering, hospitality and entertainment;
 - c. charitable or non-profit making causes including art, community services, conservation, culture, education, environmental protection, healthcare, music, recreation and sports ("Charitable or Non-profit Making Causes"); and/or
 - d. facilities, services, programmes and/or initiatives in relation to the above, such as loyalty /reward programmes and customer support services (whether provided and/or offered online or offline).
2. Operating and managing any membership and loyalty/reward programmes, including but not limited to:
 - a. the enrolment and management of memberships and accounts;
 - b. the identification, verification and determination of eligibility for earning, accumulating and redeeming the privileges and benefits;
 - c. the processing, distribution and usage of privileges (whether through the Club, Club Entities and/or any other third party partners under the relevant programme);
 - d. the handling of the associated transfer, migration and synchronisation of data (including Personal Data) across accounts in the membership programmes, loyalty /reward programmes and the like operated by the Club, any Club Entities and/or business partners; and/or
 - e. the operation, maintenance, administration, customer data analysis thereof and all incidental matters.
3. Processing your application, subscription, order, request and/or enquires for, or in relation to the Club's facilities, goods and services as set out in paragraph 1;
4. Contacting you for the purpose of and/or in relation to the provision of the Club's goods, services and facilities as set out in paragraph 1, and addressing any enquiries and complaints related thereto;
5. Conducting assessments and checks regarding eligibility for membership, horse ownership, facilities, goods, or services;
6. Verifying your identity;
7. Monitoring, managing and controlling the use and access to the Club's premises which are not open to public;
8. Matching (as defined in the Ordinance) your Personal Data with other data collected (by the Club or third parties) for other purposes and automated decision processing (including profiling), in relation to, the provision of facilities, goods and services to you, the performance of any transactions and administration work related to the Club's operations and tailoring and personalising product and services and offers as set out below;
9. Conducting data analysis (e.g. analysing trends, usages and other user behaviours) and commercial exploration of big data applications;
10. Marketing and advertising of any facilities, goods and services to you by the Club and its subsidiaries, such as sending you offers and promotions (please see further details in "Direct Marketing" below);
11. Conducting marketing services and events, and tailoring and personalising the Club's products and services and offers that the Club and its business partners provide to you. The Club may also tailor its communications to you and tailor what the Club presents to you to better match your preferences and interests;
12. For the purposes of improving or designing new products, services and facilities, including to ensure that the Club's Websites, Apps and Web Pages function correctly and in accordance with your preferences and circumstances;
13. Maintaining and developing the Club's business systems and infrastructure, including testing and upgrading of these systems;
14. Meeting any obligations, requirements or arrangements, whether compulsory or voluntary, or establishing, exercising or defending any legal rights of the Club, in connection with:
 - a. any law, regulation, judgment, court order, sanctions regime, within or outside Hong Kong existing currently and in the future;
 - b. any guidelines, guidance, demand or requests given or issued by any legal, regulatory, governmental, tax, law enforcement or other authorities within or outside Hong Kong;
 - c. any of the Club's rules or bye-laws relating to the Club's core operations; or
 - d. any other agreements between you and the Club.
15. Complying with any obligations, requirements, policies, procedures, measures or arrangements for sharing data and information of the Club and/or any other use of data and information in accordance with any programmes for compliance with client due diligence, sanctions or prevention or detection of money laundering, terrorist financing or other unlawful activities;
16. Prevention, detection or investigation of anomalies and preventing and/or remedying fraud or other potentially criminal, prohibited or illegal activities or otherwise protecting the integrity of the Club and its subsidiaries;
17. Facilitating communications between you and the Club;
18. Responding or taking part in legal proceedings, including seeking professional advice; and
19. All other legitimate business purposes and purposes directly related to or incidental to the above.

The Club may also use from time to time aggregate non-identifying information about its customers to better design and improve the Club's facilities, goods and services that it offers. This information will not identify any individual in particular.

Direct Marketing

Subject to the Club having obtained the relevant consent from you, we may use Personal Data for direct marketing carried out by the Club or a Club Entity for marketing and promotion of the following classes of facilities, goods, services, support and related events and activities offered or arranged by the Club or a Club Entity or their respective business partners:-

- a. racing, betting and membership;
- b. racecourses or clubhouse operations, catering, restaurants, hospitality, events and entertainment;
- c. affinity cards, smart or stored value cards issued by or co-branded with the Club;
- d. loyalty /reward programmes; and/or
- e. Charitable or Non-Profit Making causes or events.

For such purposes, your Personal Data held by a Club Entity may be provided to other Club Entities and/or their respective business partners for use for direct marketing subject to your consent. The Club or a Club Entity or their respective business partners may also conduct such direct marketing via or jointly with third party services providers including social media platforms, which may involve sharing Personal Data the Club or a Club Entity or their respective business partners hold about you with them.

You can always opt-out free-of-charge by following the opt-out instructions contained in the relevant communications or contacting the Club's Data Privacy Compliance Officer if you no longer wish any of your Personal Data to be used in and/or be transferred for any of the described direct marketing purposes.

Please note that if you choose to opt-out of direct marketing, the Club may still send you communications which are of administrative nature. For example, where you are a Member, betting account holder or member of a loyalty /reward programme operated by the Club, the Club may send you communications on administrative matters in relation thereto, such as account summaries and statements, annual reports.

The Club may create indirect group profiling by way of analysing your preference characteristics manifested in the information the Club has about you (e.g. your preferences, details of transactions conducted using your account, etc.).

Disclosure of Personal Data

Personal Data supplied to the Club will be kept confidential. However, the Club may, where such disclosure is necessary to satisfy the purpose, or a directly related purpose, for which the Personal Data was collected, provide such Personal Data to the following parties:

1. any Club Entities for fulfilling the purposes for which it was collected (subject to any consent requirement relating to "Direct Marketing" above), and to the Club's business partners for direct marketing use as described in "Direct Marketing" above;
2. any person or company who is acting for or on behalf of the Club, or jointly with the Club, in respect of the purpose or a directly related purpose for which the data was provided;
3. any other person or company who is under a duty of confidentiality to the Club and has undertaken to keep such information confidential, provided such person or company has a legitimate right to such information;
4. the Club's agents, contractors, suppliers and any third party service provider who provides administrative, marketing and research, distribution, data processing and analytics, telemarketing, telecommunications, computer, payment or other services to the Club in connection with the operations of its business;
5. the Club's insurers and their reinsurers, brokers and agents;
6. government and regulatory authorities, investigative bodies, courts, law enforcement agencies and other organisations, as required or authorised by law, orders or requests;
7. any financial institutions or payment services providers necessary to establish and support the payment of any facilities, goods and services provided to you; and
8. your authorised representatives or your legal advisers when requested by you to do so.

The Club may also disclose your Personal Data to third parties: (i) when required by law, by court order or in response to a search warrant or other legally valid inquiry; (ii) pursuant to the Club's good faith belief that disclosure is required by law or otherwise necessary to the establishment of legal claims or defences, to obtain legal advice, to exercise and defend the Club's legal rights or to protect the life, body or property of any individual; or (iii) for enforcement of Club's rules and bye-laws or prevent unauthorised access to Club premises. This also applies when the Club has reason to believe that disclosing the Personal Data is necessary to identify, contact or bring legal action against someone who may be causing interference with the Club's rights or properties, whether intentionally or otherwise, or when anyone else could be harmed by activities causing such interference.

The Club may also transfer any information it holds about you as an asset in connection with a merger or sale (including transfers made as part of insolvency or bankruptcy proceedings) involving all or part of the Club or as part of a corporate reorganisation or other change in corporate control.

The Personal Data that the Club collects or obtains may be transferred to jurisdictions that offer lesser protection of personal data than that provided in your jurisdiction. By submitting Personal Data to the Club or using any of the Club's facilities, goods and services, you understand and consent to such transfer.

Links to Third Party Websites

The Club's Website, Apps and Web Pages may contain links to other sites and pages which are operated by third parties. You understand and acknowledge that the Club has no control over and does not endorse the content of the linked websites or the way in which the operators of those websites deal with your Personal Data. You should review the privacy policy for those third party websites to understand the ways in which your Personal Data may be used by those third parties.

Use of Cookies

By using any of the Websites, Apps and/or Web Pages, you agree that the Club can store and access cookies, IP addresses, domain names, URLs and use other methods in order to collect your usage data on the Websites, Apps and/or Web Pages and improve your on-line experience.

Cookies are small files that are placed on your computer, mobile phones or other devices by websites or mobile applications that you visit/use or certain emails you open. They are widely used in order to make functions on the websites, mobile applications and/or emails properly, as well as to provide business and marketing information to the owners of the websites, mobile applications and/or emails.

The Club uses cookies on its Websites, Apps and/or Web Pages to track visitor preferences. These cookies allow the Websites, Apps and/or Web Pages to remember information that changes the way the Websites, Apps and/or Web Pages behave or look, such as your preferred language. These cookies can also assist you in changing text size, font and other parts of the Websites, Apps and/or Web Pages that you can personalise. You may refuse to accept cookies by altering the settings on your internet browser, mobile phone or device but it should be noted that if you choose not to permit cookies, some areas of the Websites, Apps and/or Web Pages may not function properly.

Data Retention

All Personal Data that has been collected from you will only be stored for a duration that is reasonably necessary to fulfil the purposes for which it was collected as outlined under this Privacy Policy Statement. In some circumstances, the Club may retain your Personal Data for longer periods of time, for instance, where the Club is required to do so to meet legal, statutory, regulatory, tax or accounting requirements.

Commitment to Data Security

The Club is committed to protecting the security of your Personal Data. It uses a variety of physical, technological and organisational measures to help protect your Personal Data from unauthorised or accidental access, processing, erasure or other use.

The transmission of information via the Internet or mobile network is not completely secure. The security measures described above do not preclude the Club from the possibility of fraud, cyber-attacks, such as hacking, spyware and viruses, and the Club does not warrant that its servers or network will be immune from such attacks.

Although the Club will implement security measures to protect your data, the Club cannot guarantee the security of the data transmitted via Internet or mobile network. You agree that the Club shall not be liable for any loss or damage arising from risks relating to any transmission.

Changes to this Privacy Policy Statement

The Club may update this Privacy Policy Statement from time to time which will be posted on its website at www.hkjc.com, so as to inform you what information the Club gathers, how it might use that information and whether it discloses such information to anyone. You are also advised to check the latest Privacy Policy Statement posted on the Club's website at www.hkjc.com on a regular basis. Where there are significant changes, we will notify you and obtain your acceptance and/or consents (as necessary or applicable). If you do not agree with this Privacy Policy Statement (as revised), please do not use or cease to use the facilities, goods or services of the Club and do not give us any of your information. By remaining as a member or continuing to use the facilities, goods or services of the Club after the changes come into effect, you agree to the revised Privacy Policy Statement.

Access to and Correction of Personal Data

You are entitled to request access to Personal Data held by the Club about you and to correct such data. The Club may charge a reasonable fee for the processing of such data access request.

You may direct your request in writing to:

Data Privacy Compliance Officer
Jockey Club Headquarters
1 Sports Road
Happy Valley Hong Kong

Interpretation

This notice is written in English language and may be translated into Chinese and other languages. In the event of any inconsistency between the English version and the translated version of this notice, the English version shall prevail.

私隱政策聲明

馬會確保閣下資料私屬的承諾

香港賽馬會及(如適用)其各附屬公司(合稱「馬會」;各自稱「馬會機構」)致力確保其所保存個人資料的機密及安全(定義見下文)。為履行這項承諾,馬會將貫徹執行中華人民共和國香港特別行政區(下稱「香港」)個人資料(私隱)條例(下稱「條例」)的原則及規定。本私隱政策聲明旨在闡釋馬會保障私隱的做法。

就本私隱政策聲明而言,香港賽馬會之「附屬公司」指香港賽馬會於年報內所載之香港賽馬會之「附屬公司」。

個人資料的收集

馬會可能不時因業務及運作(包括向閣下提供設施、商品及服務)而要求閣下提供可直接或間接證明閣下或其他人士身分的資料(「個人資料」),例如(但不限於)下列資料:

- 有關閣下之資料,例如閣下的姓名、出生日期、性別、國籍、婚姻狀況、教育背景、專業資格、就業經歷、公共職位、獎項和殊榮及社區服務;
- 閣下的照片及其他影像及生物識別數據,例如閣下的語音、語音 ID、拇指 ID 及面部識別數據;
- 聯絡方式,例如電郵地址、郵寄地址及住宅地址、電話/手機號碼及傳真號碼;
- 用於馬會管理及/或運作之會員及其他計劃之唯一識別符或個人識別符,包括但不限於會員號碼、投注戶口號碼,及馬會管理及/或運作之馬匹擁有權計劃及任何其他積分/獎賞計劃及措施(倘適用)之識別符/戶口號碼及相關登入憑證;
- 閣下對馬會提供及/或運作之設施、商品及服務之使用、交易及活動記錄,包括但不限於閣下的會員、馬匹擁有權計劃、投注戶口、積分/獎賞計劃及/或其他措施(倘適用);
- 於閣下申請馬會會員(下稱「會員」)、會員號碼及使用閣下會員賬戶下產品及服務時收集之資料;
- 閣下於申請馬匹插籤及註冊為馬主時提供之資料及閣下使用與馬匹擁有權相關之服務之資料;
- 於閣下申請投注戶口、投注戶口號碼時收集之資料及閣下投注戶口下進行之交易之資料;
- 用於查證身分的資料,包括身分證件類型及身分證號碼(例如閣下的香港身分證號碼及護照號碼)及其他相關資料;
- 付款資料,例如信用卡持有人姓名、閣下的信用卡或扣賬卡號碼及到期日、有關閣下銀行賬戶或其他付款服務之資料、閣下的賬單郵寄地址及其他資料;
- 閣下的興趣、喜好及意見及閣下對馬會或其代表對馬會進行之促銷調查及競賽之回應;
- 與馬會或馬會機構或其各自之業務夥伴進行之其他交易或購買或使用產品或服務之資料;
- 閣下使用馬會的網站(「網站」)、移動應用程式(「應用程式」)、網頁(包括社交媒體網頁)(「網頁»)和系統時,馬會所收集關於閣下之資料,例如一般診斷及使用數據、閣下設備之地理位置、有關閣下設備之詳情、技術資料(例如 IP 地址、閣下的登入資料、瀏覽器類型及版本、任何唯一設備識別符等)、有關閣下訪問的資料(例如完整網址、馬會網站的點擊數、訪問若干頁面的時長、頁面互動資料(例如滾動、點擊及鼠標懸停)及瀏覽歷史記錄等);
- 閣下於建立或維持業務關係期間、為履行合同或符合法律、法例、監管規定及/或任何馬會之規例及附則而提供的,在該期間被獲取及/或產生的任何其他個人資料數據及/或資料。

向馬會提供個人資料並非強制性,但不提供個人資料可能導致馬會無法處理閣下的申請或向閣下提供設施、商品及服務。

閣下可能偶爾須向馬會提供其他人士(例如配偶或子女或來賓)的個人資料。在此情況下,為遵守條例及任何其他適用的法律、規例及規定,於使用、披露及轉移前述人士之資料前,閣下首先須獲得該等人士之授權,包括代表該等人士同意馬會使用、披露及轉移其個人資料的可能用途。閣下同意因應馬會要求提供任何證明有關授權的必要證明文件。閣下亦同意促促及確保該等人士已知悉此私隱政策聲明及告知有關人士可聯絡馬會以獲取更多資料。

個人資料的使用

閣下的個人資料可供作下列用途:-

- 就有關馬會以下業務提供設施、商品、服務及支援或進行交易及行政工作,包括但不限於:
 - 馬會主要業務-賽馬、投注及會員事務;
 - 馬場、會所、飲食、款客及娛樂;
 - 慈善或非牟利事務包括藝術、社區服務、保育、文化、教育、環境保護、醫療、音樂、康樂及體育(「慈善或非牟利事務」);及/或
 - 有關上述之設施、服務、計劃及/或措施,例如積分/獎賞計劃及客戶支援服務(不論是於線上或線下提供及/或授出)。
- 運作及管理任何會員及積分/獎賞計劃,包括但不限於:
 - 申請及管理會員及賬戶;
 - 識別、查證及釐定獲得、累積及兌換權利及優惠之資格;
 - 處理、分配及使用權利(不論是經馬會、馬會機構及/或有關計劃下之任何其他第三方夥伴);
 - 處理於馬會、任何馬會機構及/或業務夥伴運作之會員計劃、積分/獎賞計劃及類似計劃中賬戶間之相關資料(包括個人資料)轉移、整合及同步;及/或
 - 運作、維持、管理、顧客資料分析及所有附帶事項。
- 處理閣下對(或有關)前述第1段馬會之設施、商品及服務的申請、訂購、下單、要求及/或詢問;
- 為提供前述第1段馬會商品、服務及設施之目的及/或有關事宜而聯絡閣下,及處理與此有關之任何詢問及投訴;
- 申請會籍、馬匹擁有權、使用設施、商品、或服務的資格評估及審核;
- 核實閣下身分;
- 監控、管理及控制不對公眾開放的馬會場所的使用及訪客;
- 把閣下的個人資料與就有關閣下提供設施、商品及服務,進行有關馬會業務的任何交易及行政工作的其他目的及自動決策處理(包括資料收集)(而由馬會或第三方)所收集的其他資料進行核對(定義見條例),以及為閣下提供定制及個性化的產品、服務及優惠,詳情如下;
- 進行資料分析(例如,分析趨勢、使用情況及其他用戶行為)和探索大數據的商業應用情況;
- 宣傳及推廣馬會及其附屬公司向閣下提供的任何設施、商品及服務,例如向閣下發送優惠及推廣資料(詳見下述「直接促銷」);
- 開展宣傳服務及活動,以及定制及個性化馬會及其業務夥伴向閣下提供的馬會產品、服務及優惠。馬會亦可為閣下定制其訊息及其向閣下提供的內容,以便更好地符合閣下之喜好及興趣;
- 為改善或設計新產品、服務及設施之目的,包括確保馬會網站、應用程式及網頁正常運作並符合閣下之喜好及狀況;
- 維護及發展馬會的業務系統及基礎設施,包括測試及升級該等系統;
- 履行以下所列的任何強制性或自願性的義務、規定及安排,或確立、行使或維護馬會的任何法律權利,包括:
 - 香港境內或境外目前及將來的任何法律、規例、判決、法令及制裁制度;
 - 香港境內或境外任何法律、監管、政府、稅務、執法或其他機構作出及發出的任何指引、指示、指令或要求;
 - 任何與馬會主要業務有關的規例或附則;或
 - 閣下與馬會的任何其他協議。
- 根據馬會為符合客戶盡職調查、制裁或預防或偵測清洗黑錢、恐怖分子融資活動或其他非法活動的任何計劃和行動,為馬會共用資料及資訊及/或資料及資訊的任何其他使用而設的任何義務、要求、政策、程序、措施或安排;
- 預防、偵測或調查異常情況,以及預防及/或糾正欺詐或其他潛在的犯罪、違禁或非法活動,或以其它方式維護馬會及其附屬公司的廉正;
- 方便馬會與閣下通信;
- 回應或參與法律程序,包括尋求專業意見;及
- 所有其他合法業務目的及與上述直接相關或上述附帶目的。

馬會亦可不時使用有關顧客的不具識別性質統計資料,以便更有效地設計及改善馬會所提供的設施、商品及服務。此等資料不會披露任何個人的身分。

直接促銷

在馬會已獲得閣下的有關同意之情況下,馬會可使用閣下的個人資料以作馬會或馬會機構之直接促銷之用,以及作促銷及推廣以下由馬會或馬會機構或其各自之業務夥伴提供或安排的設施、商品、服務、支援及相關項目及活動類別之用:-

- 賽馬、投注及會員事務;
- 馬場或會所運作、飲食、餐廳、款客、賽事及娛樂;
- 馬會發出或與馬會聯營之聯營卡、智能卡或儲值卡;
- 積分/獎賞計劃;及/或
- 慈善或非牟利事務或項目。

為此,在閣下不同意之情況下,保存於個別馬會機構之閣下的個人資料可能被提供予其他馬會機構及/或其各自之業務夥伴供直接促銷之用。馬會或個別馬會機構或其各自之業務夥伴亦可經或聯合第三方服務供應商(包括社交媒體平台)進行該等直接促銷,這可能涉及與彼等共享保存於馬會或個別馬會機構或其各自之業務夥伴之閣下的個人資料。

閣下可隨時按照有關訊息含有之停止指示或聯絡馬會保障資料私隱主任,免費要求馬會停止閣下之任何個人資料使用於及/或轉移用於任何上述直接促銷目的。

請知悉,倘閣下選擇停止直接促銷,馬會仍可能向閣下發送行政性質訊息。例如,倘閣下為會員、擁有投注戶口人士或馬會運作之積分/獎賞計劃的會員,馬會可能向閣下發送有關行政事項訊息,例如賬戶概要及報表、年度報告。

馬會可透過分析保存於馬會之有關閣下之資料(例如閣下之喜好、利用閣下的賬戶所進行的交易之資料等)所顯示的閣下偏好特徵,建立間接的群體分析。

個人資料的披露

閣下向馬會提供的個人資料將予保密,惟對為滿足收集個人資料的目的或直接與該目的有關之其他目的而言屬必要時,馬會可將有關個人資料提供予下列各方:

- 任何馬會機構,藉以(在不違反任何有關上述「直接促銷」所要求的同意之情況下)滿足達成收集資料所涉的目的,亦可提供予馬會之業務夥伴作上述「直接促銷」之用;
- 就提供資料的目的或與其直接相關的目的而言,任何為或代表馬會或與本公司共同行事的人士或公司;
- 對馬會負有保密責任及承諾保密該等資料的任何其他人士或公司,惟有關人士或公司須有充分理由擁有有關資料;
- 就馬會業務運作向馬會提供行政、營銷及研究、分銷、資料處理及分析、電話營銷、電訊、電腦、付款或其他服務的馬會的代理人、承包商、供應商及任何第三方服務供應商;
- 馬會的保險公司及其再保險人、經紀人及代理人;
- 法律、法令或要求規定或授權的政府及監管機構、調查機構、法院、執法機關及其他機構;
- 對證明向閣下提供的任何設施、商品及服務的付款而言屬必要的任何金融機構或付款服務供應商;
- 應閣下的要求,閣下的授權代表或法律顧問。

當(i)法律規定、法令要求或為配合搜查令或其他合法有效的調查時;(ii)據馬會秉誠相信,披露乃法律規定或於其他方面對進行合法索償或辯護、獲取法律意見、行使及保障馬會的合法權利,或保護個人生命、身體或財產安全而言屬必要時,馬會亦可將閣下的個人資料披露予第三方;或(iii)執行馬會的規例及附則或防止未經授權進入馬會的會所設施,當馬會合理相信個人資料披露對查證、聯絡可能妨礙(無論是有意或其他)馬會權利或運作的某人士的身分(或任何其他人士可能因此而受害時),或向該某人士提出法律訴訟屬必要時,馬會亦可將閣下的個人資料披露予第三方。

馬會亦可就有關涉及整個馬會或部分涉及馬會的併購或出售事項,或作為企業重組或企業控制權的其他變動的一部分,將其所保存之閣下的任何資料作為一項資產予以轉移(包括作為清盤或破產程序的一部分作出的轉移)。

馬會收集或獲取個人資料可轉移至其他司法權區,而該司法權區所提供的個人資料保護或會遜於閣下所屬的司法權區。閣下向馬會提交個人資料或使用馬會的任何設施、商品及服務,即視為知悉及同意有關轉移。

連結至第三方網站

馬會的網站、應用程式及網頁可能含有轉至由第三方運營的其他網址及網頁的連結。閣下了解及承認馬會對所連結網站的內容或該等網站運營商處理閣下個人資料的方式並無控制權,亦並不認可該等內容或方式。閣下須閱讀該等第三方網站的私隱政策,以了解其可能會以何種方式使用閣下的個人資料。

Cookies 的使用

閣下使用任何網站、應用程式及/或網頁,即視為同意馬會可儲存及使用 cookies、IP 地址、域名、網址及使用其他方法,以收集閣下的網站、應用程式及/或網頁使用數據及提升閣下的線上體驗。

Cookies 為閣下訪問/使用的網站或移動應用程式,或閣下開啟的若干電腦儲存於閣下電腦、手機或其他設備中的小型電腦檔案,其因可於網站、移動應用程式及/或電腦正常實現各種功能及為網站、移動應用程式及/或電腦擁有人提供業務及營銷資料而成為應用。

馬會於其網站、應用程式及/或網頁使用 cookies 以追蹤訪客的偏好。該等 cookies 可讓網站、應用程式及/或網頁記錄網站、應用程式及/或網頁的運作或頁面顯示方式變化的信息(如閣下優先選取的語言),亦可協助閣下因應個人需要,變更網站、應用程式及/或網頁上可予個人設置的部分,例如文字大小、字體及其他部分。閣下可透過修改互聯網瀏覽器、手機或設備的設置拒絕使用 cookies,惟閣下須知悉,若閣下拒絕 cookies,網站、應用程式及/或網頁的某些部分可能無法正常運作。

資料保存

馬會將只會於達到本私隱政策聲明概述之收集目的的合理必要期間儲存閣下提供的所有個人資料。在某些情況下,馬會可能會將閣下的個人資料保存更長時間,例如,馬會需要作出如此行動以符合法律、法例、監管、稅務或會計規定。

資料保安承諾

馬會致力保障閣下個人資料的安全。其將從實體、科技及組織內部三方面著手,採取各種措施,藉以協助保護閣下的個人資料,防止資料在未獲授權下或意外地被查閱、處理、刪除或作其他用途。

經互聯網或移動網絡的資料傳輸並不完全安全。上述保安措施並不能排除馬會遭受欺詐(例如黑客、間諜軟件及病毒等)的可能性。馬會不保證其服務器或網絡將免受該等攻擊。

即使馬會將貫徹執行保安措施以保護閣下資料,馬會不能保證經互聯網或移動網絡傳輸的資料的安全。閣下同意馬會概不對有關任何傳輸的風險而產生的任何損失或損害承擔責任。

本私隱政策聲明之變動

馬會可能會不時更新此私隱政策聲明並在其網站 www.hkjc.com 作出公佈,以便告知閣下馬會所收集的資料內容、馬會如何使用該等資料,以及是否將該等資料披露予任何人士。馬會亦建議閣下定期在馬會網站 www.hkjc.com 參閱私隱政策聲明之最新版本。當發生重大變動時,馬會將向閣下發出通知及(於必要/適用時)徵得閣下的接受及/或同意。倘閣下不同意本私隱政策聲明(經修訂),請不要使用或停止使用馬會的設施、商品或服務及不要向馬會提供閣下的任何資料。在變動生效後,倘閣下保留會員身分或繼續使用馬會的設施、商品或服務,即表示閣下同意經修訂的私隱政策聲明。

個人資料的查閱及改正

閣下有權要求查閱馬會所保存有關閣下的個人資料,以及要求改正此等資料。馬會處理此等要求時可收取合理的費用。

閣下可致函以下人士提出上述要求:

香港跑馬地體育道一號
馬會總部大樓
保障資料私隱主任

語言

本通知以英文寫就,可能翻譯成中文及其他語言。如本通知的英文版本與翻譯版本有歧異,概以英文版本為準。