

## PERSONAL INFORMATION COLLECTION STATEMENT

The Dairy Farm Company, Limited 牛奶有限公司 trading as 7-Eleven ("**7-Eleven**" or "**we**" and "**us**" and "**our**" shall be construed accordingly) owns and operates 7-Eleven in Hong Kong and Macau. We recognise the importance of your privacy and maintaining the confidentiality of your personal information. We pledge to comply with the requirements of the Personal Data (Privacy) Ordinance (Cap. 486) (the "**Ordinance**") in Hong Kong and the Law No.8/2005 dated 22 August 2005 (Personal Data Protection Act) in Macau (the "**Act**"). In doing so, we will ensure compliance by our team members with the strictest standards of security and confidentiality.

### A. COLLECTION OF PERSONAL DATA

A.1 Your privacy is important to us and we have taken steps to ensure that we do not collect more information from you than is necessary for us to provide you with our products and/or services and/or to enable you to participate our activities (the "**Promotion**").

A.2 We may ask you to provide personal information when you use this website. The personal data that we may ask you to supply includes, without limitation, your name and phone number (collectively the "**Personal Data**").

A.3 Please note that it is mandatory for you to provide certain categories of Personal Data (as specified at the time of collection). In the event that you do not provide any Personal Data marked as required, we may not be able to provide you with our products and/or services and/or allow you to participate the activities held by us.

### B. USE AND DISCLOSURE OF PERSONAL DATA

B.1 If you provide any Personal Data to us, you authorise us to collect, retain and use Personal Data about you for the following purposes:

- (a) operating, processing, maintaining and/or managing your online account;
- (b) verifying your identity;
- (c) providing you with rewards or services, including participation of the activities, to be provided under the activities;
- (d) providing you with customer services and responding to your queries, feedback or claims;
- (e) providing you with results of winning of awards;
- (f) performing research or statistical analysis in order to improve our products and services and for marketing and promotional purposes;
- (g) providing Marketing Materials in accordance with B.4 below; and
- (h) making such disclosures as may be required for any of the above purposes or as required by law or in respect of any feedback or claims made by you.

B.2 You further agree that we may disclose and transfer (whether in Hong Kong, Macau or abroad) your Personal Data to third party service providers engaged by us to provide (a) data entry services, (b) customer database management services, (c) management of the activities,

(d) customer contact services and delivery of our products (and service providers may contact you regarding delivery, promotions, product rewards, vouchers, redemptions and customer services), and (e) secure data disposal services (collectively the "**Third Party Service Providers**"). The Third Party Service Providers are under a duty of confidentiality to us and are only permitted to use your Personal Data in connection with the purposes specified in B.1 above, but not for their own purposes (including direct marketing).

B.3 When necessary, we may also disclose and transfer (whether in Hong Kong, Macau or abroad) your Personal Data to our professional advisers, law enforcement agencies, insurers, government and regulatory and other organisations for purposes specified in B.1(h) above.

B.4 We may only use your name, phone number and email address with your consent or with your indication of no objection to provide marketing materials to you relating to the goods and services provided by (a) 7-Eleven; (b) other business units owned and operated by The Dairy Farm Company, Limited 牛奶有限公司 (including Wellcome, Market Place by Jasons, Market Place 3hreesixty, Oliver's The Delicatessen, San Miu Supermarket, Mannings, Mannings Plus, Mannings Baby, GNC and IKEA); and (c) 7-Eleven's partners. Such goods and services for each of the foregoing shall include the following classes: retail, cosmetics and beauty, health, personal care, toiletries and medical, baby care, maternity care, insurance, financial, music, sports, betting (lucky draw), dining, travel, transportation, banking, electronics, home, household, textile, telecommunication, food and beverage, grocery, office and business supplies, technology, outdoor, furniture, lighting, décor, media (including digital), e-commerce platform and facilitator (including online trading, payment and auctions), bill payment, gift card, prepayment card, subscription card, vending machine, ticketing, logistic hub (collection and pick up point), online games and publications (the "**Marketing Materials**").

B.5 We may share aggregate data that does not allow you to be identified with third parties for various purposes (including marketing and advertising), and may use this data in order to better understand your needs and to improve and adapt to our products and services.

B.6 Any Personal Data supplied by you will be retained by us and will be accessible by our employees, the Third Party Service Providers and third parties referred to in B.3 above, for or in relation to any of the purposes stated in B.1 herein.

B.7 We may permit individuals who are team members of 7-Eleven or other business units owned and operated by The Dairy Farm Company, Limited 牛奶有限公司 (including those stated above) (the "**Team Members**") to have access to your online account but such Team Members must at all times comply with all applicable codes of conduct and/or other relevant company policies of us and/or their relevant employer(s) when accessing your online account. Notwithstanding anything stated herein, in the event it is found that a Team Member misuses your online account in his/her capacity as a Team Member (including but not limited to using any confidential or other similar insider information to obtain an unfair advantage from any promotions or offers offered by 7-Eleven), we may disclose or transfer the Personal Data provided by such Team Member to his/her employer(s) for investigation and/or disciplinary purposes.

## C. RIGHT TO ACCESS/CORRECT PERSONAL DATA

C.1 Under the Ordinance and the Act, you have the right of access to Personal Data held by us about you and to request correction, deletion and/or cessation of use of your Personal Data.

C.2 If you have any questions regarding this Privacy Policy or if you wish to access or correct, delete or request that we cease use or processing of your Personal Data, you may send your request in writing to the following address:

Personal Data Officer

7-Eleven

4/F FWD Tower,

Taikoo Place,

979 King's Road, Quarry Bay

Hong Kong

Email: [personaldata@dairy-farm.com.hk](mailto:personaldata@dairy-farm.com.hk)

C.3 In accordance with the Ordinance and the Act, we reserve the right to charge you a reasonable fee for the processing of any data access request.

D. Notwithstanding the Contracts (Rights of Third Parties) Ordinance (Cap. 623) and/or similar legislation in other jurisdictions, this Personal Information Collection Statement (the "**PICS**") is for the benefit of the parties between you and us and does not create or confer any benefit on any third party. The applicability of the provisions under the Contracts (Rights of Third Parties) Ordinance and/or similar legislation in other jurisdictions conferring rights on third parties to exercise the rights of this PICS is hereby expressly excluded. This PICS is not, and is not intended to be exercised by, any third party. Notwithstanding the foregoing, DFI Retail Group Holdings Limited ("**DFI Retail Group**") and/or its wholly-owned subsidiaries (entities which are direct or indirect wholly-owned subsidiaries of DFI Retail Group at the time of enforcement) may enforce their third party rights under this PICS under the Contracts (Rights of Third Parties) Ordinance or similar legislation in other jurisdictions. The parties do not require the consent of any third party (including DFI Retail Group and/or its wholly-owned subsidiaries) to exercise their right to terminate, revoke, amend, vary or process this PICS.