

Privacy Policy

1. Personal Data Privacy

UMP Healthcare Holdings Limited and its subsidiaries (collectively, “we”, “our” or “us”) is committed to protect your privacy and will at all times observe the requirements of the Personal Data (Privacy) Ordinance (Cap.486, Laws of Hong Kong) in the collection, use and maintenance of your personally identifiable information (“Personal Data”).

2. Purposes for which Personal Data are Collected and Used

The purposes for which your Personal Data are collected and used may include (without limitation) one or more of the following purposes:

2.1 For the supply of any services, products, facilities and/or other subjects (together, the “Services”) which we or any of our subsidiaries, holding companies, joint ventures and associated companies (together, “UMP Healthcare Group”) may offer to you, or you may require from us, from time to time;

2.2 For payment purpose for any of the Service of UMP Healthcare Group, including verification of credit card details or insured identity with third parties;

2.3 For use of the online services available at any of the websites of UMP Healthcare Group and/or through other telecommunication channels;

2.4 With your consent, for marketing or promoting any of the Services of UMP Healthcare Group (e.g. sending you updates on our latest offers and promotions in relation to any of our Services from time to time);

2.5 With your consent, form promoting and soliciting donations or contributions for charitable or nonprofit making causes;

2.6 For identification and verification purposes in connection with any of the Service that may be supplied to you;

2.7 For reservations with or through us or any member of UMP Healthcare Group;

2.8 For communicating with you by email, mail, fax, phone or other means, including contacting you regarding your enquires;

2.9 For conducting research and/or analysis from time to time to better understand your shopping, dining, spending and/or other consumption needs, preferences, interests, experiences and/or habits;

2.10 For designing and administering new and/or enhancing existing Services, activities, contents and/or other events;

2.11 For managing customer relationship and relationship with UMP Healthcare Group's suppliers;

2.12 For making disclosures when required by law, regulation, or court order of any jurisdiction and/or as represented by any government, regulatory or law enforcement authority or administrative organization, which may be within or outside The Hong Kong Special Administrative Region of the People's Republic of China ("Hong Kong");

2.13 For establishing legal claims or defences, obtaining legal advice, and/or exercising, defending and/or protecting the rights or properties of the members of UMP Healthcare Group;

2.14 For the use by any member of UMP Healthcare Group in connection with any of the above purposes and/or any of the Services that any member of UMP Healthcare Group may offer or supply to you from time to time; and/or

2.15 For any other incidental or associated purposes relating to the above, or any other purposes as specified in a personal information collection statement when your personal data is being collected, or any other purposes which you may from time to time agree.

We will not knowingly or intentionally use, share or sell your personal data in ways which are unrelated to the above purposes (or purposes as specified in a personal information collection statement when we collect your personal data) without your prior consent.

3. Use of Cookies

If you visit any of our websites, we may use cookie files to store and track information about you and your preferences. A cookie is a small text file that our website transfers to your computer's or device's hard disk. We use cookie to better serve you and/or maintain your information across multiple pages within or across one or more sessions. Most web browsers automatically accept cookies, but if you prefer, you can edit your browser options to block them in future. However, if you disable cookies or refuse to accept a request to place a cookie, certain functionalities on our websites may not be available.

We may also collect information regarding your IP address, browser type, domain name and access time. This information is used for our own research purposes. As it is not linked to any personal information, it is separate from your personal data. In rare instances, IP addresses may be used to assist in deterring and/or preventing abusive or criminal activity on the website.

4. Children's Privacy

Protecting the privacy of children is our primary concern. Hence, we will not knowingly collect or maintain personal data in our database from persons who are under 16 years of age without consent from a parent or guardian.

5. Retention of Personal Data

Subject to any legal, statutory, regulatory or accounting requirements, your personal data will be retained by us in the appropriate form only for so long as is necessary for the fulfilment of the purpose(s) for which they were collected. After that time, your personal data will be erased.

6. Disclosure and Transfer of Personal Data

We will keep confidential your personal data and will not disclose or transfer your personal data to any third party without your consent, except as it required by laws. However, your personal data may be disclosed or transferred to any third parties where such disclosure or transfer (as the case may be) is necessary to satisfy the purpose(s) of which the data were collected.

7.Link to other Websites

This Privacy Policy Statement only applies to our Website(s). Other websites are not covered by this Privacy Policy Statement and you are advised to refer the privacy policy of the respective website.

8.Security

We will take all reasonable steps to ensure that your personal data will not be subject to unauthorized access. In particular, access to your personal data will only be restricted to personnel who have a need to use the data and who have been trained to handle such data properly and observe confidentiality. Encryption technology may also be employed for the transmission of personal data collected on this Website.

9. Direct Marketing

If we intend to use, or otherwise provide to third party, your personal data (including your name and contact details) collected from you for direct marketing purposes (e.g. to send you marketing communication about news, offers or promotions in relation to the services of UMP Healthcare Group), we will first obtain your consent (or an indication of no objection) before doing so. If you agree to receive marketing communications but do not wish to receive them in the future, you may opt out of receiving them at any time, free of charge, by the following applicable means:

9.1 Unsubscribing by following the “Reply to” instructions contained in the marketing text message;

9.2 Following the unsubscribe instructions or hyperlink in the message;

9.3 Notifying us that you no longer wish to receive marketing communications when receiving our marketing calls;

9.4 Contacting us at the address stated herein to tell us that you no longer wish to receive marketing communication through any channel;

9.5 Unsubscribe from the mailing list by clicking [here](#).

We may issue service-related announcement to you when necessary. You may not be able to opt out of these announcements which are service-related and not promotional in nature.

10. Contact Us

You have the right to request access to and correction of your personal data held by us. Requests for access to or correction of your personal data or for information in relation to this Policy and practices should be respectively addressed to: UMP Professional Management Limited Room 1404-08, 14/F, Wing On House, 71 Des Voeux Road Central, Hong Kong

11. Note

This Policy may be amended from time to time. You may access and obtain a copy of this Policy, as amended from time to time, at www.ump.com.hk so that you are always informed of the way we collect and use personal data. This Policy is written in English language and translated into Chinese language. In event of any inconsistency between the English version and the translated version of this Policy, the English version shall prevail.

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