

PERSONAL DATA (PRIVACY) ORDINANCE Notification on Collection and Use of Personal Data for Direct Communication

Dear Member,

In the light of and in consequence of updated amendment to the Ordinance under Part VIA of the Personal Data (Privacy) (Amendment) Ordinance 2012 we are writing to ensure that you are well informed of how we use your personal data.

We are happy to confirm to you that The University of Hong Kong Museum Society is wholly committed to protect the privacy of all members.

Some changes have been made to the Ordinance with effective date on the 1st April 2013 relating to the use of your personal data for direct and indirect marketing purposes.

We collect the personal information that you provide such as your name, contact numbers, email address and mailing address for the purposes of direct marketing and non direct marketing such as sending to you our latest news including programme updates, trips, greetings, events, special offers, promotions, discounts, sponsorships opportunities, networking, opinion sharing benefits, invitations, opportunities for volunteering, workshops, seminars, courses, workshops, conferences, lectures and other programmes opportunities, services or benefits related to your membership of the Museum Society and to our activities and services as an art, cultural and antiquities related service organization supporting the University Museum and Art Gallery of The University of Hong Kong. Such communications may be by postal mail, electronic mail, telephone, SMS, online etc.

We also may use your personal data held by us for the purposes of feedback collection, surveys, membership administration and all actions incidental to the maintenance of your membership in good standing and any other communication and marketing purposes.

We may engage third party service providers for the performance of any of our normal activities and for such purpose we may disclose or transfer your personal data purely for the purposes outlined above to such service provider or any other person on the basis of a duty of confidentiality owed to us. Our normal practice is to secure from any volunteers or staff or associated organization assisting in the provision of our services to undertake to keep all personal data information confidential with the exception only in any case where we are under an obligation to make disclosure under the requirements of any law or rule, regulations, codes of practice or guidelines issued by any regulatory or other authorities having direct authority for such purpose or with which, in our discretion, we are expected to comply.

As an important part of our services to you as a member we would like to ensure that you remain fully updated about all our activities and shall continue to send you the latest news of all the above functions, offers and promotions.

We therefore now seek to ascertain that you have no objection to our continued use of your personal data for the above purposes.

If you agree that your personal data can continue to be used as mentioned above in the same way as before 1st April 2013, there is no need for you to take any further action and in the absence of contrary response within 30 days of the date of this communication we shall be happy to take your tacit agreement to such continuation.

As required by the amended Ordinance, we will not use your personal data for sending marketing or promotional information to you if we have received your confirmation of withdrawal or opting out of our system of communication and arrangements.

Should you no longer wish us either now or at any future time to use your personal data as explained above or to be excluded from our future communications, please indicate your wish in writing by posting hard copy or by email to us at info@hkums.com or by fax on (852) 2546-9659 in order to unsubscribe.

We thank you for taking the time to familiarize yourself with the above information. We shall continue to make your privacy our highest priority and we assure you that your personal information will be used in accordance with our published personal data privacy policy which is available on our website. We will not share your personal information with other parties without your prior consent.

Although we may communicate to you offers from third parties, such communication would always come from us. We have no intention to transfer and we shall not transfer your personal data to any third parties.

Sincerely yours,

The Executive Committee
The University of Hong Kong Museum Society

Dated: 12 April 2013