

Hong Kong Red Cross Guideline for the Use of Personal Data

Hong Kong Red Cross undertakes to comply with the requirements of the Personal Data (Privacy) Ordinance to ensure that personal data kept are accurate and securely kept. To ensure you are well informed of the personal data as collected, please read through this guideline.

1. Purpose of Collection and Guideline for Use of Personal Data

- a. The Hong Kong Red Cross will use personal data collected from data subject for the purposes for which it was collected.
- b. To provide personal data to the Hong Kong Red Cross is on voluntary basis. However, if you do not provide sufficient personal data, we may not be able to process your application or provide service to you.
- c. Hong Kong Red Cross may use the personal data you provided (including your name and contact details) for the purposes of providing you with information of HKRC, donation follow up, communications & promotion activities. Your personal data may be provided to third party service provider (outside HKRC) who provides data handling for administration and marketing purposes.
- d. Upon your request at any time and at no charge, we will cease to use your personal data for promotion purposes.

2. Access to and Correction of Personal Data and Request for cessation of using Personal Data for Promotion Purposes

Apart from the exemptions provided under the Personal Data (Privacy) Ordinance, you are entitled to access and correct your personal data held by the Hong Kong Red Cross, and request us to cease to use your personal data for promotion purposes. However, it will not include the personal data deleted after the achievement of the purpose. To do so, you should make a written request to the following:

Name : Hong Kong Red Cross
Address : 19 Hoi Ting Road, West Kowloon, Hong Kong
Tel : 2802 0021
Fax : 2802 7359
Email : info@redcross.org.hk