



永亨銀行
WING HANG BANK

(17 August 2010, Hong Kong) Wing Hang Bank, Limited (“the Bank”) announces that it has in the past shared certain customer data with two reputable third party insurance companies (who were bound by confidentiality agreements regarding the data transferred) for the sole purpose of the joint marketing of specific insurance products which the Bank believed would be of interest to its customers. However, since the first quarter of 2009, the Bank has ceased all sharing of customer data with third parties for marketing purposes and is not engaged in any cross-marketing activities at present.

The Bank confirms that the Office of the Privacy Commissioner for Personal Data has issued an enforcement notice against the Bank as a consequence of a complaint received from a single customer of the Bank. The Bank has co-operated fully with the Office of the Privacy Commissioner for Personal Data’s investigation and is in the process of appealing the enforcement notice.

The Bank takes its responsibility to safeguard the privacy of customer data seriously and pays close attention to how such safeguards may be further enhanced.

The Bank conducted its own internal review of its cross-marketing policies and procedures last year and is currently conducting a further review in view of the public’s concern about the safeguarding of customer data and in response to the Hong Kong Monetary Authority’s request that all Authorized Institutions carry out reviews in this area by the end of September 2010.

The Bank will monitor closely developments in this area and shall comply with any new laws and regulations for the safeguarding of customer data.

For the purpose of answering any enquiries from customers, a hotline is specifically set up and the number is 3110 0592 and the office hours are from 9:00am to 6:00pm Monday to Friday.