E*TRADE Privacy Policy

1. From time to time, it is necessary for individual customers to supply ETRADE Securities (Hong Kong) Limited and its Singapore Branch ("E*TRADE") with personal data in connection with the opening, maintenance and continuation of accounts, provision of financial services, products and administrative matters.
2. Failure to supply such personal data may result in E*TRADE being unable to open, maintenance and continue the accounts or provide services and products to customers.
3. The purposes for which personal data relating to a customer may be used are as follows:
    - the day to day operation and maintenance of accounts and financial services;
    - conducting credit checks;
    - monitoring continued credit checks and financial position of customer;
    - designing financial services or related products for customers' use;
    - marketing financial services or related products to customer;
    - determining the amount of indebtedness owed to or by customers;
    - collection of amounts outstanding from customers
    - complying with the requirements to make disclosure under any rules, regulations, guidelines, codes of conduct or courts order binding on E*TRADE;
    - any other purpose relating to or in connection with the business or dealings of the E*TRADE;
    - purposes relating to any of the above.
4. Personal data held by E*TRADE relating to a customer will be kept confidential but E*TRADE may provide such personal data to:
    - any agent, contractor or third party service provider who provides administrative, telecommunications, computer, trade execution, payment or securities clearing or other services to E*TRADE in connection with the operation of its business;
    - any other person under a duty of confidentiality to E*TRADE including a related company of E*TRADE which has undertaken to keep such information confidential;
    - any banking or financial institution with which the customer has or proposes to have dealings with;
    - any E*TRADE FINANCIAL group of companies namely, any subsidiary or affiliate of E*TRADE or non-group related companies for marketing purposes;
    - any actual or proposed assignee of E*TRADE or participant or sub-participant or transferee of E*TRADE's rights in respect of the customer; and
        - any person to whom E*TRADE is under an obligation to disclose under any law, rules, regulations, directions, guidelines applicable to E*TRADE.
5. There may be situations where customers elect to provide personal data to E*TRADE through electronic means such as Internet or voice recording system. Whilst E*TRADE generally uses its best endeavors to maintain the security and integrity of its systems, due to unforeseen circumstances or other reasons, electronic communication may not be the most reliable medium of communication. In this regard, customers should exercise caution of such weaknesses and communicate personal data through electronic devices with care.
6. Customers of E*TRADE may have the right to :
    - check whether E*TRADE holds personal data about him and the right of access to such personal data;
    - to request E*TRADE to cease using your personal data for direct marketing purposes;

- to require E*TRADE to correct any personal data relating to him which is inaccurate; and
- to ascertain E*TRADE's policies and practices in relation to data and to be informed of the kind of personal data held by E*TRADE.

E*TRADE may charge a reasonable fee for processing such data access request.

7. All practical steps will be taken to ensure that personal data will not be kept longer than necessary and E*TRADE will comply with the relevant and applicable statutory and regulatory requirements concerning the retention of personally identifiable information

8. Occasionally, E*TRADE may collect personal information from visitors to this website and those individuals that participate in our promotion, contest or survey (online or over the telephone). Such information is only collected from individuals who voluntarily provide us with their personal information. We may use this information to advise them of products, services and other marketing materials which we believe may be of interest to them. We may also invite visitors to this website to participate in market research and surveys and other similar activities. You can choose to receive marketing and other promotional materials by e-mail. If you do not wish to receive e-mails or promotional direct mailings, you can choose to opt-out if you so wish. Please call our Customer Service Hotline if you wish to unsubscribe. We will then act on your request within a reasonable time to ensure that you are not included in future direct marketing promotions.

9. The person to whom requests for access to data or correction of data or for information regarding policies and practices and kinds of data held are to be addressed as follows:

The Data Protection Compliance Officer - Retail
Suite 2401-12, Two Pacific Place, 88 Queensway, Admiralty, Hong Kong.