

# AUGUST MOON TOUR & TRAVEL CO., LTD

7/F Humphrey Plaza, 4-4A Humphreys Avenue, Tsimshatsui, Kowloon, Hong Kong.



**Tel : (852) 23693151-5 Fax : (852) 23111318** Licence No. 350372

E-mail: [augustmn@augustmoontravel.com.hk](mailto:augustmn@augustmoontravel.com.hk) Web Site: <http://www.augustmoontravel.com.hk>



## NOTICE TO CUTOMERS RELATING TO THE PERSONAL DATA PRIVACY

This notice provides information on the obligations and policies of August Moon Tour & Travel Company Limited under the Hong Kong Special Administrative Region Personal Data (Privacy) Ordinance 1995 - Cap.486 ("PDPO").

### 1. Our Commitment to Protect Your Privacy

We are committed to protecting your personal and data privacy. To ensure that you can make informed decisions and feel confident about supplying Data (as defined below) relating to you when using our website, and other services, we provide this notice outlining our practices and the choices you have concerning how the Data is being collected and used. Please read the following carefully to understand our policy and practices regarding how your personal information will be treated. This policy may from time to time be updated, revised, reposted and changed where we deem necessary.

### 2. The Data We Collect

The type of data ("Data") we collect from you may include, but not limited to:

- \* your personal information including your name, gender, date of birth, passport or other identification number;
- \* your contact information such as your mailing addresses, telephone number, email address and fax number;
- \* your credit or other charge cards information, including name of cardholder, card number, expiry date and billing address; and
- \* your business information such as company name and business title.

### 3. Purpose for which the data are collected and used

We may use the Data you provided for one or more of the following purposes:

- (1) For your reservation and/or travel services with or through us;
- (2) For the supply of any other products and/or services which we may offer to you or you may require from us from time to time;
- (3) For marketing, promotional and customer relationship management purposes, such as sending you updates on our latest offers and promotions in relation to any of our products and services from time to time.
- (4) For identification and verification purposes in connection with any of the services or products that may be supplied to you, such as guarantee of any reservation;
- (5) To contact you regarding your enquiries;
- (6) For your frequent flyer and mileage programme;
- (7) To disclose to a third party to comply with the law or a legal requirement such as immigration and customs controls and/or border control agencies; and
- (8) To facilitate the collection of payment for products and services provided by us including verification of credit card details with third parties and using the Data you provide to carry out matching procedures against databases of known fraudulent transactions (maintained by us or third parties). We may also use the Data you provide to improve our security in relation to the processing of payment by credit card to guard against the risk of fraud including carrying out matching procedures against databases of known fraudulent transactions (maintained by us or third parties).

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Your personal and contact information are required to facilitate the provision of requested services to you. If you fail to supply such information, we may be unable to deliver the required services to you.

We will never knowingly or intentionally use, share, sell or rent the Data provided to us in ways unrelated to the purposes aforementioned.

## 4. Transfer of Data Outside of Hong Kong

At times it may be necessary and/or prudent for us to transfer certain personal data to places outside of the Hong Kong SAR in order to carry out the purposes, or directly related purposes, for which the personal data were collected. Where such a transfer is performed, it will be done in compliance with the requirements of the PDPO.

## 5. Use of Data in Legal Proceedings

If it becomes necessary that we have to take action against you for any reason whatsoever including recovering from you any money you owe us, you expressly agree that the personal data provided by you can be relied upon in identifying and taking legal action against you.

## 6. How to Access or Correct Your Data

You are entitled to access or correct any Data held by us. If you wish to obtain a copy of any of your Data or if you believe that the Data relating to you which we collect and maintain is incorrect, please write to us at the address below.

A request for access to data or correction of data or for information regarding policies and practices and kinds of data held by us may be sent to us at the following address:

Ms. Irene Tam  
August Moon Tour & Travel Co., Ltd  
7/F, Humphrey Plaza  
4-4A Humphreys Avenue  
Tsimshatsui, Kowloon,  
Hong Kong

## 7. Changes to Privacy Policy

We will post on our website at [www.augustmoontravel.com.hk](http://www.augustmoontravel.com.hk) any changes to this policy, so that you are always informed of the way we collect and use the Data. If at any point we decide to use the Data you submitted under this current policy in the revised condition, you will be given the opportunity via email to opt out or prevent us from such usage.

## 8. Your Choice

You always have ultimate choice and control of the Data we store, as well as the types of information you would like to receive from us. When you receive our promotional materials, you will have the choice to receive, or not to receive in future, promotional materials or latest fare information from us. We will occasionally send you email updates about our latest products and services. Should you decide not to receive any email updates from us, feel free

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to unsubscribe from these services by writing to us at the above address under section 4 and marking “Confidential” on the envelope. In response, we may ask you to provide certain details about yourself so that we can be sure you are the person to whom the data refers. In accordance with the terms of the PDPO, we have the right to charge a reasonable fee for the processing of any data access request.