



® 新華保險顧問有限公司

Sun Flower Insurance Brokers Ltd.

香港專業保險經紀協會會員

A MEMBER OF PROFESSIONAL INSURANCE BROKERS ASSOCIATION

Privacy and Data Protection Policy

Sun Flower is committed to protecting your privacy on-line. At Sun Flower, we appreciate that you do not want the personal information you provide to us distributed indiscriminately. Here, we explain how we collect information and what we do with it.

In this policy “**Sun Flower**”, “**we**” and “**our**” means Sun Flower Insurance Brokers Limited and its subsidiaries and associated companies.

What data do we collect?

When you submit a proposal or a query to Sun Flower we may ask you to submit information such as your name, e-mail address, postal address and telephone number. You are under no obligation to provide such information. However, if you should choose to withhold requested information, we may not be able to respond to you or provide certain services.

How is the information used?

Sun Flower will use the information you provide to:

- identify visitors;
- improve the content of our web page;
- customise the content and/or layout of pages for each individual customer;
- carry out research on customer demographics, interests and behaviour; and to
- send you information we think you may find useful including information about new products and services.

How and where is the information shared?

Sun Flower may disclose aggregate statistics about site visitors and customers in order to describe services to prospective partners, advertisers and other reputable third parties and for other lawful purposes, but these statistics will include no personally identifying information.



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Sun Flower will only disclose personal information to companies within its group of companies, from time to time, when you have opted in to this service.

Sun Flower may disclose personal information if required to do so by law or if it believes that such action is necessary to protect and defend the rights, property or personal safety of Sun Flower, the site or its visitors.

This site contains links to other sites. Sun Flower is not responsible for the privacy policies or the content of such other sites.

Security

Sun Flower places great importance on the security of all personally identifiable information associated with our customers. We have security measures in place to attempt to protect against the loss, misuse and alteration of customer data under our control. For example, our security and privacy policies are periodically reviewed and enhanced as necessary and only authorised personnel have access to user information. While we cannot ensure or guarantee that loss, misuse or alteration of data will not occur, we use our best efforts to prevent this.

Use of cookies

Cookies are pieces of information that a website transfers to your hard drive to store and sometimes track information about you. Most web browsers automatically accept cookies, but if you prefer, you can change your browser to prevent that. However, you may not be able to take full advantage of a website if you do so. Cookies are specific to the server that created them and cannot be accessed by other servers, which means they cannot be used to track your movements around the web. Although they do identify a user's computer, cookies do not personally identify users and passwords and credit card information are not stored in cookies.

We may use cookies from time to time to:

- estimate our audience size and patterns;
- track preferences and to improve and update our website



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Where is the information stored?

Information which you submit via this website is sent to a computer located in the United Kingdom. This is necessary in order to process the information and to send you the information you have requested. Information submitted by you may be transferred by us to our other offices and to other reputable third party organisations, which may be situated outside the European Economic Area, including to countries that do not have data protection laws.

Your acceptance of these terms

By using this site, you consent to the collection and use of this information by Sun Flower and to the Sun Flower privacy policy. If we change our privacy policy in any way, we will post these changes on this page.

For any questions, concerns or comments you have about this policy, please write to us at:

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