

Mayfare Group Privacy Policy Statement

With Mayfare Group, your privacy is of utmost importance. Rest assured that we are committed to protecting the privacy of our customers and that any personal information collected from you will only be used by our Group.

1. Our Corporate Policy

The Company shall fully comply with the obligation and requirements of Hong Kong's Privacy Ordinance Customer's privacy with regards to collecting, storing and transmitting personal data.

2. Collection of Personal Data

The Company will only collect information that is necessary for us to support our business activities. Information collected from you includes but is not limited to:

- Name (First & Last)
- Gender
- Title
- Date of birth (for your birthday discount)
- Mailing address
- District
- Mobile/ Telephone number
- Email Address

Channels used to receive your data include but is not limited to:

- Privilege Card application form
- Email or online reservations
- Phone reservations
- Promotional cards, questionnaires, or surveys
- Activity evaluations

3. Security of Personal Data

All data collected is subject to our strict data security policies. Our computerized information is stored in secured facilities and access is restricted to authorize personnel.

4. Disclosure of Personal Data

In accordance with the requirements of the Hong Kong Privacy Ordinance, the Company will not sell or pass on your information to third parties without your permission.

5. Access and Correction of Personal Data

Under the terms of the Ordinance, individuals have the right to:

1. Check whether the Company holds any personal data relating to them and, if so, obtain copies of such data;
2. Require the Company to correct any personal data relating to them which is inaccurate for the purpose for which it is being used; and

3. Ascertain the Company's policies and practices in relation to personal data, which are those policies and practices set out in their entirety herein.

6. Use of Personal Data

Use of data collected from you includes but is not limited to the following:

- To provide you with relevant information, updates, and special offers from our company and affiliate partners via email, SMS, telemarketing, or direct mailing
- To notify you of any changes in our service, terms & conditions, and other policies
- To invite you to participate in any of our feedback surveys
- For the purpose of Mayfare's market research and program development
- For identification and verification purposes (e.g. promotion redemption)
- For use of our subsidiaries and affiliate partners in connection with any of the above purposes

7. Unsubscribe eDM & Direct Marketing Materials

If you no longer wish to receive any e-marketing materials (eDM), you may choose to unsubscribe from our mailing list. To opt-out from receiving our marketing or promotional materials through any particular means of communication, please send your request to us by post or email

By Post: D79, 1/F, Block 2, Camelpaint Building, 62 Hoi Yuen Road, Kwun Tong

By Email: info@mayfare.com.hk

Your opt-out request will become effective within 10 working days from the day we receive your request.

This Privacy Policy is written in English and may be translated into other languages in future. In any event that there are inconsistencies between the English and the translated version, the English version shall prevail.