

Legal & Privacy

Cathay Pacific Customer Privacy Policy

This Cathay Pacific Customer Privacy Policy (“Privacy Policy”) discloses how Cathay Pacific Airways Limited (“Cathay Pacific,” “us” or “we”) collects, stores and handles the Personal Data of its customers (Cathay Pacific airline passengers, users of Cathay Pacific mobile services, users of Cathay Pacific freight services, and visitors to the cathaypacific.com and cathaypacificinsights.com website).

Cathay Pacific also offers the Marco Polo Club http://www.cathaypacific.com/cpa/en_INTL/ffp/mpo and the Asia Miles program www.asiamiles.com. However, both of these programs have their own privacy policies, and your submission of any personal information as part either of these programs is subject to the particular program’s Privacy Policy. For more information about any of these programs, click the links above.

Please read the following Privacy Policy to understand how Cathay Pacific uses the Personal Data we may collect from you.

By providing your Personal Data to us, you are consenting to this Privacy Policy and the collection, use, access, transfer, storage and processing of your personal information as described in this Policy.

1. Our Commitment to Protect Your Privacy

At Cathay Pacific, we are committed to protecting your personal and data privacy. To ensure that you can make informed decisions and feel confident about supplying your Personal Data (as defined below) to us when using our website, mobile and other services, we provide this notice outlining our practices and the choices you have concerning how your Personal Data is being collected and used by us.

2. The Personal Data We Collect

We request information from you in several areas of our website, mobile services and other channels that may be used to personally identify you (“Personal Data”), including but not limited to:

- a. Your personal information such as your name, gender, date of birth, passport or other personally identifiable number and information about your registered status with any of our subsidiaries, associated companies and/or business associates;
- b. Your contact information such as your telephone numbers, mailing addresses, email addresses, and fax numbers;
- c. Your business information such as company name, business title and associated contact information;
- d. Your travel details such as flight information, travel companions’ personal information, destination contact information, seat and meal preferences, flight and hotel preferences, and information related to traveler special needs;

- e. Your responses to market surveys and contests conducted by us or on our behalf.

Certain Personal Data (particularly relating to your personal information and contact information) are required for specific services and if you fail to supply such Personal Data as requested from each specific service, we may be unable to deliver you the services in full.

3. Purpose for which the Personal Data are Collected and Used

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

- a. For your use of the online services available at any of our websites and/or through other telecommunication channels;
- b. For marketing, promotional and customer relationship management purposes, such as sending you updates on latest offers and promotions in connection with our products and services and conducting market research;
- c. For identification and verification purposes in connection with any of the services or products that may be supplied to you;
- d. To contact you regarding your enquiries;
- e. To administer contests and sweepstakes conducted by us or on our behalf;
- f. For the use of any of our subsidiaries, associate companies and/or business associates in connection with any of the above purposes and/or any other travel related and/or loyalty program related services such companies and associates may be offering to you from time to time.

We may from time to time use aggregate non-identifying information about our customers to better design our website and/or to improve our services and products. This means we may provide this information to third parties. However, this information will never identify any single user in particular.

Except as provided below, we will not knowingly or intentionally use or share the Personal Data you provide to use in ways unrelated to the aforementioned purposes without your prior consent.

4. How to Access or Correct Your Personal Data

You may request access to and correct your Personal Data held by us. If you wish to obtain a copy of any of your Personal Data, if you believe that the Personal Data relating to you which we collect and maintain is incorrect, or if you believe that the Personal Data held by us was used beyond the scope of the purpose of use disclosed above or was acquired by fraudulent or unlawful means or provided to a third party without your prior consent, please write to us at the address below.

A request for access or correction to, or deletion of Personal Data or for information regarding policies and practices and kinds of Personal Data held by us must be in writing and sent to us via postal mail at the following address:

The Data Protection Officer
Cathay Pacific Airways Limited
6th Floor, North Tower, Cathay Pacific City,
8 Scenic Road,

Hong Kong International Airport, Lantau, Hong Kong

We may charge a reasonable fee for the processing of any data access request.

5. Use of Cookies on the Cathay Pacific Insights Community (www.cathaypacificinsights.com) website

The website for the Cathay Pacific Insights Community uses a browser feature known as a cookie. A cookie is a small data file that is stored by your Web browser on your computer. Cookies are typically stored on your computer's hard drive and are used to help track clicks and pass information as you go through the pages within the Cathay Pacific Insights Community Web site. We may also use cookies to tell us when you last visited the Community Web site, to assist with login and your use of the Cathay Pacific Insights Cathay Pacific Insights Community Web site after login and to assist in the administration of your use of features and programs on our site.

We also use cookies and a technology known as clear gifs which are typically stored in emails to help us confirm your receipt of, and response to, our emails and to provide you a more personalized experience. Since you provide profile information to be a Cathay Pacific Insights Community Member, cookies might allow us to associate your website navigational information from previous browsing visits with personal information you provide at our site.

Disabling / Enabling Cookies

All browser releases from 4.0 and beyond have a "cookie filter" imbedded in the Privacy settings.

You have the ability to accept or decline cookies by modifying the settings in your browser. However, you may not be able to use all the interactive features on our site if cookies acceptance have been disabled completely.

Most web browsers automatically accept cookies, but if you prefer, you can edit your browser options to block them in future.

You need to set each browser, on each device you use to surf the web. You should repeat this procedure with each one if you use multiple browsers (e.g., Safari, Internet Explorer, Firefox, Google Chrome, etc.). Similarly, if you connect to the web from multiple devices (e.g., work and home), you need to set each browser on each device. However, if you disable cookies or refuse to accept a request to place a cookie, it is possible that some parts of this website, and certain areas of the website for which you need to log in, will not function properly, and the advertising you receive when you visit this website may not be advertisements tailored to your interests.

Whilst currently we are only using cookie in the ways we have stated out, new cookies will be implemented as necessary in order to better serve you.

Log Files

We may collect information regarding your IP address, browser type, domain name and access time. This information is used for our own research purposes and is separated from the Data. We do not link IP addresses to any personal information. In rare instances, IP addresses may be used to assist in deterring and/or preventing abusive or criminal activity on the website.

6. Links to Other Sites

This website contains links to other sites that are operated by third party companies with different privacy practices. You should remain alert when you leave our site and read the privacy statements of other websites. We have no control over Personal Data that you submit to or receive from these third parties.

7. Our Commitment to Personal Data Security

To maintain the accuracy of the Personal Data, as well as to prevent unauthorised access and ensure the correct use of Personal Data, we have implemented appropriate physical, technical, and administrative measures to safeguard and secure the Personal Data we collect.

For example, we use Secure Socket Layer (SSL) protocol—an industry standard for encryption over the Internet—to protect in transmission the Personal Data we collect online. When you type in sensitive information such as credit card details, it will be automatically converted into codes before being securely dispatched over the Internet. All electronic Personal Data that we maintain is securely stored and further protected through our use of appropriate access controls. When disposing of Personal Data, paper documents containing Personal Data are securely destroyed, and electronic files storing Personal Data are permanently deleted.

In addition, to better protect certain Personal Data, some areas of the cathaypacific.com website or our mobile services channels are inaccessible unless you supply individually identifiable and verifiable information, such as your The Marco Polo Club / Asia Miles™ Membership Number and Password, or log in using your User ID and PIN.

As stated above, in some instances we may entrust Personal Data to third party service providers (including service providers outside of your jurisdiction), binding them to protect the security of Personal Data and only to use it for the purposes we specify.

8. Disclosure and Transfer of Personal Data

Cathay Pacific is a global airline company with operations, offices, affiliates and business partners located worldwide. As such, the Personal Data you submit to us in one country may be transferred, used, processed, stored and accessed worldwide in one or more additional countries, as described in this Privacy Policy.

In addition, we may disclose and transfer Personal Data to and jointly use Personal Data with (whether within or outside of your jurisdiction) our subsidiaries, associated companies, business associates, service providers, and other persons who we consider appropriate, in connection with the services and products provided to or requested by you. We may disclose this information to facilitate communication of news and information about such services and

products and otherwise for the purposes mentioned above, under Section 3, “Purposes for which the Personal Data are Collected and Used.”

The entities with whom we may share your Personal Data include but are not limited to:

- i. any Cathay Pacific group companies, including but not limited to, Hong Kong Dragon Airlines, Asia Miles Ltd., Cathay Holidays Limited, Cathay Pacific Catering Services (HK) Ltd and Hong Kong Airport Services Ltd.;
- ii. any agent, contractor or third party service provider who provides administrative, marketing and research, distribution, data processing, telemarketing, telecommunications, computer, payment or other services to Cathay Pacific in connection with the operation of its business;
- iii. other business associates such air carriers, land or sea transport operators, loyalty program operators and other companies involved in providing customer service or fulfilling customer requests;
- iv. credit reference agencies;
- v. credit, debit and /or charge card companies and/or banks;
- vi. government or non-government authorities, agencies and/or regulators;
- vii. medical professionals, insurers and clinics/hospitals.

Where permitted by applicable local law, we may also disclose your Personal Data to third parties: (i) when required by law, by court order, or in response to a search warrant or other legally valid inquiry; (ii) to an investigative body; (iii) to enforce our agreements with you; (iv) when requested by other government or law enforcement authorities (such as immigration and customs control and/or border control agencies); (v) with your express consent, or, (vi) pursuant to our good faith belief that disclosure is required by law or otherwise necessary to the establishment of legal claims or defenses, to obtain legal advice, to exercise and defend our legal rights, to protect our rights or property and those of our subsidiaries or associated companies, or to protect the life, body or property of an individual. This also applies when we have reason to believe that disclosing the Personal Data is necessary to identify, contact or bring legal action against someone who may be causing interference with our rights or properties, whether intentionally or otherwise, or when anyone else could be harmed by such activities.

We may also transfer any information we have about you as an asset in connection with a merger or sale (including transfers made as part of insolvency or bankruptcy proceedings) involving all or part of Cathay Pacific or as part of a corporate reorganization or stock sale or other change in corporate control.

Please be advised that the Personal Data that Cathay Pacific collects or obtains may be transferred to jurisdictions that offer lesser protection of Personal Data than that provided in your jurisdiction. By submitting personal information to Cathay Pacific or using any Cathay Pacific website, you understand and consent to such transfer.

9. Changes to Privacy Policy

We will post on our website at www.cathaypacific.com any changes to this policy with the effective date of the changed policy, so that you can be informed of the way we collect and use your Personal Data any time you so choose. If at any point we decide to use the Personal Data you submitted under this current policy in a way that differs materially from the privacy

policy that applied at the time of that submission, you will be notified and given the opportunity via the website, email or in writing to opt out or otherwise prevent such usage.

10. Your Choice

You always have ultimate choice and control over the Personal Data we store, as well as the types of information you would like to receive from us.

You have received an email invitation from us to take part in Cathay Pacific Insights www.cathaypacificinsights.com because you have stated on the Cathay Pacific/Dragonair Inflight Passenger Satisfaction Survey (Reflex) that you are willing to take part in further airline research. Whenever we send you invitations to take part in online surveys via the www.cathaypacificinsights.com website, we will also give you the opportunity to-opt-out to be part of the Cathay Pacific Insight Community.

If you decide not to be contacted for further airline research, please write to us at the address: Product Performance Team, Product Department, 8/F North Tower, Cathay Pacific City, 8 Scenic Road, Hong Kong International Airport, Lantau Island.

11. Data Controller

Any personal data provided to or gathered by Cathay Pacific is controlled primarily by Cathay Pacific.

12. Retention of Data

All Personal Data that has been collected from you will only be stored for a limited duration that is relevant to the purpose for which it was processed and for as long as required by applicable law.

This notice is written in English language and may be translated into other languages. In the event of any inconsistency between the English version and the translated version of this notice, the English version shall prevail.