



American Express International Inc.  
18/F 12 Taikoo Wan Road  
Taikoo Shing  
Hong Kong

### Marketing Communications

Thank you for being an American Express Cardmember.

Due to the Personal Data (Privacy) Ordinance, American Express may not use your personal data for marketing purposes without your consent. If you wish to receive marketing communications from American Express in respect of your American Express Card and provide consent for American Express to use your personal data for marketing purposes (as detailed in the attached Annexure), please sign and return the below Cardmember Consent Form to American Express. This will allow you to stay up-to-date on our latest promotional offers.

If you have any questions, please feel free to contact us at the number printed on the back of your Card.

American Express International, Inc.



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## Annexure

- (i) American Express International, Inc. ("Amex") may use your name, telephone number, email address, mailing address, financial background, demographic data, products and services portfolio information and transaction pattern and behavior for direct marketing to you of (a) credit/charge card, insurance and travel related products and services, (b) reward, referral, loyalty or privilege programs and related products and services, and (c) Cardmember benefits, promotional offers\* and products and services offered by Amex, American Express Company and its subsidiaries and affiliates (collectively, "Amex Group"), and Amex's merchants, business partners (including third party insurance companies and reward, loyalty, privilege programs providers), co-brand partners and affinity groups (such merchants, business partners, co-brand partners and affinity groups collectively, "Amex Partners").
- (ii) Amex may also provide your name, telephone number, email address, mailing address, products and services portfolio information and transaction pattern and behavior to Amex Group companies and Amex Partners, including for Amex's gain; (d) for direct marketing by them to you of the products, services and subjects mentioned in (i)(a) to (i)(c) above.
- (iii) Amex, Amex Group companies and Amex Partners may also, from time to time, engage third parties to provide marketing services on their behalf, and may share your name, telephone number, email address, mailing address, financial background, demographic data, products and services portfolio information and transaction pattern and behavior with them for such purposes.
- (iv) Amex may not use or provide your personal data as described above without your consent. Please indicate your consent by signing and returning the attached Cardmember Consent Form to us at: The Data Protection Officer, American Express International, Inc., 18/F, 12 Taikoo Wan Road, Taiko Shing, Hong Kong.

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\* By "Cardmember benefits" and "promotional offers", we mean products, services, reward, referral, loyalty or privilege programmes and other benefits that may be offered by Amex, Amex Group companies and Amex Partners for the purposes of marketing the Amex Card and the Amex Group companies and/or Amex Partners' businesses. It is not possible to be specific about what these products, services, reward, referral, loyalty or privilege programmes and other benefits may be because Amex Partners are involved in a very wide range of commercial enterprises. However, examples of typical Cardmember benefits and promotional offers include discount offers at hotels, airlines, restaurants, retail and online outlets.



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(For use by Cardmember - Please complete this form in English and block letters.)

### **CARDMEMBER CONSENT FORM**

To: The Data Protection Officer  
American Express International, Inc.  
18/F, 12 Taikoo Wan Road,  
Taikoo Shing, Hong Kong

In reference to the Marketing Communications in respect of American Express Card No. ending \_\_\_\_\_  
(last 4 digits)

By signing below, I agree that Amex may (a) use my name, telephone number, email address, mailing address, financial background, demographic data, products and services portfolio information and transaction pattern and behavior to send me marketing communications by<sup>#</sup>:

[        ]        telephone;  
[        ]        email;  
[        ]        to my mailing address,

***(<sup>#</sup>Please tick one or more of the above boxes to indicate the channel(s) by which you wish to receive marketing communications.)***

for all the marketing purposes listed in paragraph (i) of the Annexure to the Marketing Communications ("Annexure"), (b) provide my name, telephone number, email address, mailing address, products and services portfolio information and transaction pattern and behavior to all Amex Group companies (as defined in the Annexure) and Amex Partners (as defined in the Annexure) for their marketing purposes as mentioned in paragraph (ii) of the Annexure, and (c) provide my name, telephone number, email address, mailing address, financial background, demographic data, products and services portfolio information and transaction pattern and behavior to other third parties who provide marketing services on behalf of Amex, Amex Group companies and Amex Partners as mentioned in paragraph (iii) of the Annexure.

I also agree that Amex, Amex Group companies and Amex Partners may carry out "matching procedures" (as such expression is defined in the Personal Data (Privacy) Ordinance) in Hong Kong or overseas in respect of all or any of such purposes.

***I understand that: (a) it is not obligatory for me to allow my information to be used for the above purposes or to be provided to any Amex Group companies or Amex Partners (or third parties providing marketing services); and (b) I can also opt-out of ALL Amex marketing by calling Amex at 2277 1010, and if I am an existing Amex cardmember, I can also log on to American Express Manage-Your-Card-Account (MYCA) at [americanexpress.com.hk](http://americanexpress.com.hk) at any time to manage or change my marketing preferences for my Amex accounts including to give notice of my wish to opt out.***

(Continued in next page)



**American Express International Inc.**  
18/F 12 Taikoo Wan Road  
Taikoo Shing  
Hong Kong

Signature : \_\_\_\_\_

My full name : \_\_\_\_\_

Mailing address : \_\_\_\_\_

Email address : \_\_\_\_\_

Contact number : \_\_\_\_\_

Date : \_\_\_\_\_

*(Note: Please provide the above information to enable Amex to verify and process your request.)*

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*Office Use Only Reference Number:* \_\_\_\_\_