



# AMERICAN EXPRESS® PENINSULA GOLD CARD

First Year  
Annual Fee Waiver

F2F: \_\_\_\_\_ Supervisor: \_\_\_\_\_ AGT: F2F \_\_\_

SPID: PN1 / R33 LOGO: 825 PCT: 2SN  
SC: \_\_\_\_\_ AGT: TMH \_\_\_ DEL: NORS

The minimum annual income for the American Express Peninsula Gold Card applicant is HK\$240,000. Please complete the application in English and block letters and submit the FULL set of application.

### 1. WELCOME OFFER

A welcome offer of HK\$300 The Peninsula Hong Kong Gift Card when you spend a minimum of HK\$5,000 in the first three months upon Card approval.  
Please refer to the Terms and Conditions of the Welcome Offer on the back page.

### 2. MEMBERSHIP REWARDS ENROLLMENT PROGRAM

Please check the appropriate box<sup>1</sup>.  
 Enroll Membership Rewards **Turbo** program with an annual program fee of HK\$240 (2 points for every HK\$1 spent).  
 Enroll Membership Rewards Basic program (1 point for every HK\$1 spent).

- MM: B00DSF39
- MM: B00TMF64
- MM: R00DSF40
- MM: R00TMF65

<sup>1</sup> If your option is not specified, you will be automatically enrolled in the Membership Rewards Basic Program. Please refer to the enclosed Membership Rewards Enrollment Program Terms and Conditions.

### 3. YOUR PERSONAL PARTICULARS

Applicant must be a Hong Kong or Macau Resident/Citizen aged 18 or above.  
Name should be same as the one on your HKID Card.  Mr  Ms  Miss

Surname \_\_\_\_\_ First Name \_\_\_\_\_  
Please show my name on the Card as below (maximum 20 characters)

Are you a Hong Kong permanent resident?  No Nationality

HKID  Passport HKID/Passport Number<sup>2</sup>

Date of Birth DD MM YYYY  
Education\*  Secondary (S)  Tertiary (T)  University or above (U)

Home Address Flat/Rm \_\_\_\_\_ Floor \_\_\_\_\_ Block \_\_\_\_\_  
Building \_\_\_\_\_  
Road/ Street \_\_\_\_\_  
District/ Area \_\_\_\_\_ City HK  MACAU   
Years There YY MM

Rent (R)  Live with Parents/ Relatives (P)  Company Quarters (C)  
 Own Property (O)  Mortgage (M) Please provide permanent address proof if the permanent address is different from the above residential address.

Mobile No. \_\_\_\_\_ Home Tel.\* \_\_\_\_\_

Correspondence Language Preference  Chinese (CH)  English (EN)  
Correspondence Address  Home (H)  Office (B)

Email Address \_\_\_\_\_

<sup>2</sup> For Hong Kong permanent ID cardholder, please provide HKID no. and copy of HKID. Otherwise, please provide passport no. and copy of both HKID and Passport.

### 4. AMERICAN EXPRESS CARDMEMBER EXPERIENCE

Former  Present  None  
Account No. [ ] [ ] [ ] - [ ] [ ] [ ] [ ] - [ ] [ ] [ ] [ ]

### 5. YOUR JOB

Company Name \_\_\_\_\_  
Office Address Flat/Rm \_\_\_\_\_ Floor \_\_\_\_\_ Block \_\_\_\_\_  
Building \_\_\_\_\_  
Road/ Street \_\_\_\_\_  
District/ Area \_\_\_\_\_ City HK  MACAU   
Years There YY MM  
Office Phone No. \_\_\_\_\_  Self Employed  
Position \_\_\_\_\_ Nature of Business \_\_\_\_\_  
Personal Annual Income (HK\$) \_\_\_\_\_  
If you have other income, please indicate one and specify amount(HK\$) \_\_\_\_\_  
 Property (PRP)  Cash deposit/ Saving (CDS)  Investment (INV)  
 Annual Business Net Profit (ABN)  Spouse Income (SPI)

### 6. SUPPLEMENTARY CARD APPLICATION 1<sup>3</sup> SUPP IND: 5

Supplementary Cardmembers must be aged 16 or above.  
Name should be same as the one on your HKID Card.  Mr  Ms  Miss  
Surname \_\_\_\_\_ First Name \_\_\_\_\_  
Please show my name on the Card as below (maximum 20 characters)  
Is the applicant a Hong Kong permanent resident?  No Nationality  
 HKID  Passport HKID/Passport Number<sup>2</sup>  
Date of Birth DD MM YYYY Relationship \_\_\_\_\_  
Contact No. \_\_\_\_\_ Email \_\_\_\_\_

### SUPPLEMENTARY CARD APPLICATION 2<sup>3</sup> SUPP IND: 5

Supplementary Cardmembers must be aged 16 or above..  
Name should be same as the one on your HKID Card.  Mr  Ms  Miss  
Surname \_\_\_\_\_ First Name \_\_\_\_\_  
Please show my name on the Card as below (maximum 20 characters)  
Is the applicant a Hong Kong permanent resident?  No Nationality  
 HKID  Passport HKID/Passport Number<sup>2</sup>  
Date of Birth DD MM YYYY Relationship \_\_\_\_\_  
Contact No. \_\_\_\_\_ Email \_\_\_\_\_

### 7. YOUR SIGNATURE

By signing below, I/we acknowledge that I/we have read and agree to the Declaration, the Important Information about The Card and other Terms and Conditions enclosed with this application form.

Signature of Basic Card Applicant \_\_\_\_\_ Date \_\_\_\_\_  
Signature of Supplementary Card Applicant 1 \_\_\_\_\_ Date \_\_\_\_\_  
Signature of Supplementary Card Applicant 2 \_\_\_\_\_ Date \_\_\_\_\_

\*The field is optional.

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## 8. DOCUMENTS REQUIRED

To expedite processing of your application, please attach and indicate in the boxes below copies of document enclosed.<sup>4</sup>

- HKID Card or Passport (the page with photograph) for both Basic & Supplementary Card applicants<sup>5</sup>
- Income Proof – Tax demand note (issued by Inland Revenue Department) or income proof for the last 3 months (Salary autopay record / payslip) or Employment letter (issued by current employer). If you are self-employed, latest Personal Tax demand note (issued by Inland Revenue Department) / latest Business Profit Tax demand note (issued by Inland Revenue Department)
- Residential address proof and permanent address proof (if any) within the latest 3 months, e.g. electricity bill or bank statement

<sup>3</sup>Please enclose residential address proof if supplementary card applicant's residential address is different from that of basic cardmember. Please also provide permanent address proof if it is different from the residential address. New card will be mailed to the basic cardmember's correspondence address.

<sup>4</sup>All copies of documents will not be returned. We may request for further documentary support as we deem necessary in order to process your application.

<sup>5</sup>Basic Card applicant shall sign on the copy as signature proof. For Hong Kong permanent ID cardholder, please provide copy of HKID Card. Otherwise, please provide copy of both HKID Card and Passport. HKID copy: Please enlarge to 150% and choose a lighter colour mode.

**Important: The Basic and Supplementary Card Applicants must read this information and sign overleaf**

## USE OF PERSONAL DATA IN DIRECT MARKETING

(To receive exclusive offers from Amex, simply leave the check box below blank.)

Amex may not use your personal data for direct marketing without your written consent. Check this box if you do not want Amex to use your personal data for direct marketing as described below.

(1) Amex wants to use your **Relevant Data** (i.e. your name, telephone number, email address, mail address, financial background, demographic data, products and services portfolio information and transaction pattern and behaviour) to market :

- (a) credit/charge card, insurance and travel related products and services;
- (b) **loyalty programmes** (i.e. reward, referral, loyalty or privilege programmes and related products and services); and
- (c) Cardmember benefits, promotional offers\* and products and services offered by **Amex Group companies** like Amex, American Express Company and their affiliates and **Amex Partners** like Amex merchants, business partners (including insurance companies and loyalty programme providers), co-brand partners and affinity groups.

(2) Amex also wishes to provide some of your Relevant Data to other Amex Group companies and Amex Partners for them to market their products and services of the types mentioned above. Amex may receive payment or other benefits for providing your Relevant Data to them. Amex Group companies and Amex Partners may also engage third parties to provide marketing services, and may share your Relevant Data with them

If you check the box, Amex will **not** use your personal data for marketing of the **Amex product that you're applying for. If you are an existing Cardmember and provide the same email address in record for the card product that you are now applying for, your previous instructions for other card accounts will be overridden.**

**To opt out of ALL Amex marketing, you can call Amex at 2277 1010 or, if you're an existing Amex Cardmember, log on to American Express Manage-Your-Card-Account (MYCA) at [www.americanexpress.com.hk](http://www.americanexpress.com.hk) to manage your marketing preferences.**

\*By "Cardmember benefits" and "promotional offers", we mean products, services, loyalty programmes and other benefits offered by Amex Group companies and Amex Partners to market the Amex Card and Amex Group companies and/or Amex Partners' businesses. They may include discount offers at hotels, airlines, restaurants and retail and online outlets.

### IMPORTANT INFORMATION ABOUT THE CARD

We would like to highlight some key terms and conditions you will be accepting when you keep or use American Express Peninsula Gold Card ("Card") upon approval of your application.

1. You must sign the Card as soon as you receive it if you wish to keep and use it.
2. If you are the Basic Cardmember, you shall be liable for all charges incurred on any Card issued to you or any Supplementary Cardmember, If you are a Supplementary Cardmember, you shall be liable for all charges on any Supplementary Card issued to you.
3. We will send you periodic statements showing your outstanding balance and the minimum amount you need to pay and by when. If you do not tell us about problems with the statement within 60 days, then we will treat the statement as correct.
4. If we do not receive payment in full of the outstanding balance shown on a monthly statement by the date on which your next monthly statement is made up, the unpaid balance of such Charges will be designated in your next monthly statement as an "Unpaid Previous Balance". To cover our administrative and other expenses resulting from delayed payment, Late Payment Charges will be charged on the Unpaid Previous Balance on the date of your next monthly statement and thereafter, at the rate of three and nine tenths percent (3.9%) per month. Late Payment Charges will be from the date it was first billed until paid in full, subject to any restrictions or limits imposed by law. The minimum monthly Late Payment Charge shall be HK\$100. However, the Late Payment Charge will not exceed the Unpaid Previous Balance.
5. If your Card is lost or stolen we ask that you tell us immediately and, unless you have acted fraudulently or negligently, your maximum liability for unauthorized charges is HK\$250.
6. If your Card Account is cancelled by us or by you the entire outstanding balance on your Account becomes payable immediately.
7. You will be liable to pay any reasonable costs or legal fees that we incur in using third party collection agencies to recover overdue amounts on your Account.
8. We may change the Cardmember Agreement from time to time. We will assume you agree to the changes if you keep or use the Card after we have notify you of any changes. If you do not agree, you can cancel your Account but you must pay any amount owing on your Account.
9. For the full Cardmember Agreement, please refer to our website at [www.americanexpress.com.hk](http://www.americanexpress.com.hk).
10. American Express International, Inc. reserves the right to decline applicants including applicants who have unsatisfactory credit history or do not meet its credit criteria.

### MEMBERSHIP REWARDS PROGRAM ENROLLMENT TERMS AND CONDITIONS

1. If you have enrolled in the Membership Rewards Basic program and would like to upgrade to the Membership Rewards **Turbo** program in future, American Express will charge the Basic Cardmember a HK\$240 annual program fee and a Transfer fee of HK\$150 for transferring all existing accrued Membership Rewards points to the Membership Rewards **Turbo** program. Cardmembers may opt-out the Membership Rewards **Turbo** Program by calling the number printed on the back of your Amex Card or 2277 1010 and enroll in the Membership Rewards Basic program which earns 1 point for every HK\$1 spent and points can be used to redeem Non-Frequent Traveler Rewards only. Point accrual is subject to the American Express Membership Rewards® Program Terms and Conditions.
2. A spending cap applies to the Membership Rewards **Turbo** Program. As a Membership Rewards **Turbo** program enrollee, you can enjoy 2 Membership Rewards points for every HK\$1 spent for the first HK\$160,000 during every program year. From HK\$160,001 and onwards, each HK\$1 will entitle you to 1 point. **Turbo** program has a cap of 320,000 points given in each program year. Point accrual is subject to the American Express Membership Rewards Terms and Conditions.
3. For further details and terms and conditions (including Air miles conversion) about the Membership Rewards Program, please visit [www.americanexpress.com.hk/rewards](http://www.americanexpress.com.hk/rewards).

### WELCOME OFFERS TERMS AND CONDITIONS

1. These Welcome Offers are only valid for approved American Express Peninsula Gold Card applications that are submitted from June 27, 2012 onwards.
2. The choice of the welcome offer cannot be changed after the application is submitted.
3. Provided the Cardmember spends at least HK\$5,000 within the first 3 months from the date of approval of the Basic Card, the Cardmember will receive The Peninsula Hong Kong Gift Card for the total value of HK\$300. The Peninsula Hong Kong Gift Card will be sent to qualifying Cardmembers within 12 weeks upon the Cardmember reaching the spending threshold set out above. Terms and Conditions of The Peninsula Hong Kong Gift Cards apply.
4. American Express Membership Rewards Program terms and conditions apply. The following types of charges are not eligible for cash vouchers and Membership Rewards Points under the Welcome Offers stated in Clause (3) above, and the above Membership Rewards Enrollment Program: finance charges, late payment charges and other fees and charges (including charges for dishonoured cheques), balance transfers, Express Cash, refunds (including tax refunds for overseas purchases), tax bill payment and other credits to your account. The following transactions are also not eligible for cash vouchers and Membership Rewards Points: amounts billed for gas, electricity and other utilities and the purchase of American Express Travellers Cheque. For further details, please refer to [www.americanexpress.com.hk](http://www.americanexpress.com.hk)
5. Existing American Express Peninsula Gold Card Basic Card member and applicants who held The American Express Peninsula Gold Card/American Express Gold Card at any time within the past 12 months from the date of this application are not eligible for the Welcome Offers.
6. If Basic Cardmember cancels the American Express Peninsula Gold Card from American Express within 12 months of card issuance, American Express reserves the right to debit the original price of the Welcome Offers, i.e. HK\$300 Gift Card.
7. American Express International, Inc. reserves the right to change the offer Terms and Conditions and terminate this program without prior notice.
8. Should any dispute arise, the decision of American Express International, Inc. shall be final.

### PLEASE NOTE

1. The annual fee for the American Express Peninsula Gold Card (Basic Card) is HK\$650 and each Supplementary Card is HK\$425.
2. Successful Applicants of American Express Peninsula Gold Card are eligible for the first year fee waiver for the basic card, and up to two supplementary cards, provided always that the application for such supplementary cards is submitted to us together with the application for the Basic Card.
3. Existing American Express Peninsula Gold Card Basic Card member and applicants who have held any kind of American Express Peninsula Gold Card within the past 12 months of this application are not eligible for the first year fee waiver. American Express reserves the right to debit the original price of the Welcome Offers and first-year annual fee without prior notice.
4. American Express International, Inc reserves the right to change the offer Terms and Conditions and terminate this program without prior note.
5. Should any dispute arise, the decision of American Express International, Inc. shall be final
6. In case of inconsistency between English and Chinese versions, the English version should be final.

**DECLARATION**

"Amex" means American Express International Inc., its affiliates and representatives worldwide.

I/We understand that the information I/we provide is necessary for Amex to decide whether to approve my/our application and that Amex may refuse or decline this application at its discretion without disclosing any reasons. Failure to provide information may prevent processing of this application.

I/We understand that if I/we give any incorrect or false information, I/we may commit criminal offences under the laws of Hong Kong related to deception and providing false information.

I/We acknowledge and agree that any information provided by me/us in this application, at Amex's request, or otherwise collected during the operation of my/our account(s) with Amex may be disclosed to, or used and retained by:

- (i) Amex and any service provider engaged by Amex in the normal course of its business, for operational or other servicing requirements, subject to obligations of confidentiality and data security; and
- (ii) any debt collection agencies, financial institutions, credit reference agencies ("CRAs") or similar service providers, for the purposes of performing credit and other status assessments on my/our account, verifying information or enabling them to provide such information to other financial institutions: (a) in order that such other institutions may carry out credit and other status checks (whether in relation to the provision of credit or other services by Amex or by such institutions); and (b) to assist them to collect debts.

I/We also authorize Amex to consolidate information provided by me/us in this application with any other information I/we may provide to Amex from time to time, to carry out the above obligatory data use purposes on any of my/our accounts with Amex. This may include combining information provided for my/our various accounts with Amex, to create a single cardmember profile.

I/We understand that Amex would like to use information about me/us and my/our account(s) for marketing purposes in respect of (1) credit/charge card, insurance and travel related products and services, (2) reward, referral, loyalty or privilege programmes and related products and services, and (3) 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 programmes providers), co-brand partners and affinity groups (such as merchants, business partners, co-brand partners and affinity groups, collectively, "Amex Partners"), and may also disclose such information to Amex Group companies and Amex Partners for marketing of the said products, services and subjects. I/We understand that Amex, Amex Group companies and Amex Partners may from time to time, engage third parties to provide marketing services on their behalf.

It is not obligatory for me/us to allow my/our information to be used for these purposes, and I/we have been given the right to opt-out from receiving marketing promotions about the product/service of Amex that I am/we are applying for in this application, including products and services of Amex Group companies and Amex Partners that are directed solely to holders of the Amex product/service that I am/we are applying for in this application. I/We can also opt-out of all Amex marketing by writing to Amex's Data Protection Officer\* or calling Amex or online on the American Express Manage-Your-Card-Account (MYCA) webpage†.

If I/we have agreed above that my/our information may be used for marketing purposes, I/we 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/We authorize Amex to compare information provided by me/us with other information collected about me/us for checking purposes or to produce more data. Amex may use the results of such comparisons for the purposes of taking any action including actions which may be adverse to my/our interests, for example, denying authorization for use of the Card or cancelling the Card.

I/We authorize Amex to contact any persons and/or CRAs (including without limitation my employer) from time to time as Amex considers necessary or appropriate and to provide, obtain or verify such information about me/us or my/our financial condition as Amex may deem necessary or desirable for the purposes of opening, operating or managing my/our account(s) with Amex.

I/We understand that I/we have the right, upon request, to be informed of the data disclosed and to obtain details necessary to access/correct those data. I/We may contact Amex's Data Protection Officer to have access to and request correction of my/our personal data held by Amex. In accordance with the terms of the Personal Data (Privacy) Ordinance, Amex has the right to charge a reasonable fee for the processing of any data access or correction request.

I/We acknowledge that we have received a copy of Amex's Cardmember Agreement and have read its Notice to Customers relating to the Personal Data (Privacy) Ordinance available at [www.americanexpress.com.hk](http://www.americanexpress.com.hk). The terms and conditions therein, together with this application, will govern my/our use of the Card(s) and Amex's use of my/our personal information.

I/We agree that Amex may check consumer credit data about me/us or my/our guarantor(s) held by TransUnion Limited# or any other credit reference agency as applicable for the purpose of considering whether to grant me/us credit and/or reviews or renewals of existing credit facilities to me/us. The matters Amex will be considering if accessing these consumer credit data for the purpose of reviews include an increase in the credit amount, cancellation of credit or a decrease in the amount of credit available or putting in place a scheme of arrangement with me/us and/or my/our guarantor(s). I/We also agree that Amex may access such consumer credit data about me/us and/or my/our guarantor(s) for the purpose of reasonable monitoring of my/our indebtedness whilst I/we and/or my/our guarantor(s) are in default.

I/We may request Amex's Data Protection Officer to let me/us know what data have been disclosed to any CRAs and/or debt collection agencies and provide me/us with further information to enable me/us to make an access and/or correction request if necessary.

If any of my/our accounts is overdue 60 days from the date the default occurs and I/we do not make full repayment by then, my/our account data supplied by Amex to the CRA will be retained by the CRA for a period of up to 5 years after full repayment. Upon termination of my/our account by full repayment and on condition that the account has not been overdue for more than 60 days within 5 years immediately before account termination, I/we understand that I/we may instruct Amex to request the CRA to delete from its database any data about the terminated account.

# For enquiries, you may contact TransUnion Limited at 2577 1816.

† I/We understand that if I/we do not want my/our information to be used for the voluntary data use purposes set out above, I/we must do one of the following: (i) check the box provided in the section entitled Opt-Out Request: Marketing Promotions; or (ii) write to Amex's Data Protection Officer\* to opt-out with my/our details (customer full name(s), mailing address(es), phone contact(s), and/or email address(es)); or (iii) contact Amex at 2277 1010 and give notice of my/our wish to opt out; or (iv) if I am/we are an existing Amex cardmember, log on to American Express Manage-Your-Card-Account (MYCA) at [www.americanexpress.com.hk](http://www.americanexpress.com.hk) to manage or change my/our marketing preferences for my/our Amex accounts including to give notice of my/our wish to opt out. If I/we do not do so, I/we understand that I am/we are agreeing that Amex may use my/our information for such purposes.

\* The Data Protection Officer, 18/F, 12 Taikoo Wan Road, Taikoo Shing, Hong Kong

^ 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.

