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Our privacy notice

When you browse the web, you leave a digital footprint. It's information about your device and the way you use it online. We just want to let you know that we'll collect this information about you. Most websites do this. We use this information to deliver the website to you. We also use it for other things, which we think help you and us. We've put this notice together to explain this.

By the way, when we say we” this means certain HSBC group of companies and our trusted partners, including Sponsorium International Inc. (“Sponsorium”), who provide services to us.

These include our:

- Technology providers
- Cybersecurity companies
- Social media partners
- Advertising partners

The data controller for the processing activities carried out on this website and its sub domains depends on the country to which you are applying. We’ve set out the relevant contact details at the end of this notice if you need to reach us.

Our cookie notice

In order to process your request, we utilise cookies. We only use strictly necessary cookies on this site and, as such, we are unable to process your sponsorship application without utilising these cookies. Strictly necessary cookies ensure that our website is able to function properly. We don’t have to ask for your consent to store these cookies on your browser.

Cookies are placed on your browser and are managed by our trusted partner, Sponsorium. They allow us to direct requests to the same server or the same instance that you initially established a connection with, which helps to ensure that you don’t lose the information you’ve already entered when moving from one page to another whilst browsing the site. The length of time for which cookies are stored on your browser varies depending on the cookie. Some cookies only last for your online session, whereas others will stay on your browser for a reasonable time afterwards. The cookies set via our website will usually last between 13 and 24 months from your most recent visit to our site.

Some of our partners also use the same cookies to collect information about the use of their own or other websites. In these cases, the cookie can remain on your device, usually for up to 24 months from your last visit to the site that accessed that cookie.

You can use your browser settings to delete cookies that have already been set at any time. You can also use your browser settings to manage cookies, for example, to switch off a cookie altogether. If you do this, it could mean that we can’t use strictly necessary cookies properly and so parts of our website may not work correctly. For more information about how to use your browser settings to clear your browser data or to manage cookies, check your browser 'Help' function.

Personal information collected to request sponsorship

When you fill out a sponsorship proposal on this website, we require the following information in order to evaluate and process your request:

- General contact information, such as your name, address and email address
- Information about your sponsorship request
- Any other information that you provide to us when you fill out the sponsorship proposal request form

If we have an existing relationship with you, and we are able to identify you from information obtained or provided by your use of the site, we may associate those sets of information, for example to enable us to respond to a query you have submitted.

How we use your information

We'll only use your information where we have your consent or we have another lawful reason for using it. Unless we say otherwise below, we'll use your personal information on the basis that it's within our legitimate interests in operating and maintaining the site, and providing you with site functionality and related services. We may use information provided or obtained via this site to:

- Evaluate your request
- Manage and execute requests and contracts
- Process your request for evaluation and statistical purposes
- Respond to your queries and feedback (for example, if you've asked a question or submitted feedback via the site)
- Provide you with information, products or services you have requested, unless you tell us otherwise
- Carry out our obligations from any contracts entered into between you and us
- Allow you to participate in any interactive features of the site
- Notify you about changes to the site
- Provide you with alerts or updates where you've consented to receive these by registering on the site
- Ensure site content is presented in the most effective manner for the device you're accessing it from
- Undertake data analytics to learn more about how you and others interact with this site and with our advertising
- Detect and prevent misuse or abuse of this site or our services

We also use information to meet our compliance obligations, to comply with other laws and regulations and to share with regulators and other authorities that HSBC Group companies are subject to. This may include using it to help detect or prevent crime (including terrorism financing, money laundering and other financial crimes). We'll only do this on the basis that it's needed to comply with a legal obligation, it's in our legitimate interests and that of others or to prevent or detect unlawful acts.

Who we'll share your information with

We may share your information in order to process your application for sponsorship. If we share your information with other HSBC Group companies, the relevant HSBC Group company's privacy notice will apply.

We may share your information with others including other HSBC Group companies (for example, to provide you with information you have requested), anyone who we're under an obligation to disclose information to or where it's in the public interest (for example to prevent or detect fraud, abuse of our site or services) or to third parties responsible for the maintenance and hosting of this site.

Security and protection

We use your information to help protect you and ourselves against fraud or crime. For example, our service providers look at all use of our website to help block malicious activity. This helps keep you and us safe.

Your rights

We think carefully about how we use your information. We always aim to use it in a way that's fair to you. You might prefer us not to use it for some purposes.

You have a legal right to:

- Ask us to provide you with copies of, or give you access to, your personal information, make corrections and rectifications, or sometimes ask us to delete it
- Object to our processing of your information in some circumstances. For example, to ask us not to share your personal information for online advertising
- Complain to the data protection regulator in the country or region where you are (details are available at the end of this privacy notice)
- We may not always be able to stop processing your information, such as if we're using it to help protect you or others.

Other important information

We have three more things to tell you.

- **Transfers:** we may transfer your data outside of the European Economic Area. If this happens your information may not have the same level of protection
- **Security:** we'll use a range of measures to keep your information safe and secure, such as encryption
- **Storage:** we keep your information in line with our data retention policy. We do this to comply with legal and regulatory requirements, and for our legitimate purposes. If we don't need to retain information for this period of time, we may destroy, delete or anonymise it more promptly.

For Applications To:	DPO Contact	Regulator Details
UK	The DPO, HSBC Holdings plc, Customer Service Centre, BX8 1HB, United Kingdom	UK Information Commissioner's Office (ICO) Website: https://ico.org.uk Telephone: 0303 123 1113
Canada	Chief Privacy Officer, PO Box 9950, Station terminal Vancouver, BC V6B 4G3	Office of the Privacy Commissioner of Canada Website: https://www.priv.gc.ca Mail: 30 Victoria Street, Gatineau, Quebec K1A 1H3, Canada Telephone: 1 800 282 1376
France	HSBC Data Protection Officer in France HSBC Continental Europe 38, avenue Kléber 75116 Paris	Commission Nationale de l'Informatique et des Libertés (CNIL) Website: https://www.cnil.fr Mail: CNIL - 3 Place de Fontenoy - TSA 80715 - 75334 Paris - Cedex 07 – France Telephone: 01 53 73 22 22
Hong Kong	The Data Protection Officer HSBC, PO Box 72677, Kowloon Central Post Office, Hong Kong	Office of the Privacy Commissioner for Personal Data, Hong Kong Website: https://www.pcpd.org.hk

For all other countries, or if you are unsure who to contact, please contact:	The DPO, HSBC Holdings plc, Customer Service Centre, BX8 1HB, United Kingdom	UK Information Commissioner's Office (ICO) (https://ico.org.uk), or the data protection regulator in the country where you live or work.
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Contact us

We're always happy to hear from you.

You can contact our Data Protection Officer at:

This privacy notice may be updated from time to time, and you'll always be able to find the most recent version on this site.

Last updated: 06 February 2024

Thank you for reading this privacy notice.