

Our Privacy Notice (Commercial Banking Malta)

Before we begin

This notice (Privacy Notice) applies to information held about you and individuals connected to your business by members of the HSBC Group as data controllers, as described below. It explains what information we collect about you and individuals connected to your business, how we'll use that information, who we'll share it with, the circumstances when we'll share it, and what steps we'll take to make sure it stays private and secure. It continues to apply even if your agreement for banking, insurance, investment or other products and services with us ends. It should also be read alongside your banking terms and conditions (or other applicable product or service terms and conditions including insurance policy documents), as these include sections relating to the use and disclosure of information. HSBC Group means HSBC Holdings plc, and/or any of, its affiliates, subsidiaries, associated entities and any of their branches and offices.

This Privacy Notice covers any commercial banking products or services you have with us in Malta, including savings, and other bank accounts including term deposit accounts, loans and overdrafts, Investment Accounts, credit cards, mortgages, investments, insurance, trade finance, invoice financing, asset financing and payment services. Sometimes we may need to provide you with separate or further information about specific products and services. If you also have a relationship with other parts of the HSBC Group (e.g. HSBC personal banking or HSBC in any other countries outside of Malta), they'll provide you with information separately where required. In the event of any conflict or inconsistency between anything contained in this Privacy Notice and the terms found in any other service, product, business relationship, account or agreement between you and us, the content of this Privacy Notice shall prevail. Any consents, authorisations, waivers and permissions that already exist and that were provided by you in relation to your information shall continue to apply in full force and effect, to the extent permissible by applicable local law.

Some of the links on our websites lead to other HSBC or non HSBC websites with their own privacy notices, which may be different to this notice. You'll need to make sure you're happy with their privacy notices when using those other sites.

Wherever we've said 'you' or 'your', this means you, any authorised person on your account, anyone who does your banking or deals with us for you (eg trustees or executors, attorneys under a power of attorney) and other related people (including authorised signatories, partners, members and trustees). With regard to insurance products underwritten by HSBC Life Assurance Malta Limited, 'you' or 'your' also means named insured, claimants, beneficiaries and lives assured indicated on such insurance policies and as may be updated throughout the duration of the policy.

Parts of this notice relate only to individuals, and we have highlighted this where relevant. This includes individuals whose business does not have a separate legal identity (e.g. sole traders and partners in a general partnership, but excluding limited companies and other forms of corporate entity), and individuals connected to your business. An individual connected to your business could be any guarantor, a director, officer or employee of a company, partners or members of a partnership, any substantial owner, controlling person, or beneficial owner, trustee,

settlor or protector of a trust, account holder of a designated account, recipient of a designated payment, your attorney or representative (eg authorised signatories), agent or nominee, or any other persons or entities with whom you have a relationship that's relevant to your relationship with us.

You must ensure that any relevant individuals are made aware of this notice and the individual rights and information it sets out, prior to providing their information to us or our obtaining their information from another source. If you, or anyone else on your behalf, has provided or provides information on an individual connected to your business to us (or a member of the HSBC Group), you or they must first ensure that you or they have the authority to do so.

When we say 'we', we mean HSBC Group companies which act as a data controller in respect of your personal data. Unless otherwise stated below, the data controller for the purposes of this notice will be HSBC Bank Malta p.l.c. (HSBC Bank) having registration number C 3177 and its registered office at 116, Archbishop Street, Valletta, VLT 1444, Malta.

Where you hold an insurance product or service, the following HSBC Group company, HSBC Life Assurance (Malta) Ltd (HSBC Life), having company registration number C 18814 and its registered office at 80, Mill Street, Zone 5, Central Business District, Qormi, CBD5090, Malta will also be a data controller. HSBC Life is a wholly-owned subsidiary of HSBC Bank. It underwrites life insurance products such as investment products with an insurance wrapper also known as investment based insurance products as well as life assurance for protection cover commonly used as security where you have also taken out a mortgage. These insurance products are managed and underwritten by HSBC Life. Whilst all products are distributed by HSBC Bank which is licenced as a tied insurance intermediary, a small percentage of protection insurance is generated through authorised brokers. HSBC Bank also distributes building insurance cover when offering mortgages; it also offers travel insurance as part of its Advance and Premier propositions. This Privacy Notice should be understood as also covering the activities of both HSBC Life and HSBC Bank, with respect to these insurance products where we are acting as a data controller.

What information we collect relating to you and individuals connected to your business

We'll only collect your information and information relating to individuals connected to your business, in line with relevant regulations and law. We may collect it from a range of sources and it may relate to any of our products or services you apply for, currently hold or have held in the past. We may also collect information about you and individuals connected to your business when you or they interact with us, eg visit our websites or mobile channels, call us or visit one of our branches, or ask about any of our products and services.

Some of this information will come directly from you and individuals connected to your business, e.g. when providing ID to open an account. It can also come from your financial advisor, lawyer, broker, trustee or other intermediary, other HSBC companies, any insurance company which provides the insurance policies we offer or other sources you've asked us to obtain information from. We might also get some of it from publicly available sources.

The type of information that we collect will differ depending on whether you are a banking or insurance customer.

The information we collect may include:

Information relating to you and individuals connected to your business that you provide to us, or which others provided to us on your behalf eg:

- where you're an individual, personal details (eg name, previous names, gender, date and place of birth). We'll also collect this information about individuals connected to your business;
- contact details (eg address, email address, position in company, landline and mobile numbers);
- information concerning your identity including where you're an individual and, in the case of individuals connected to our business, photo ID, passport information, National Insurance number, National ID card and nationality;
- market research (eg information and opinions expressed when participating in market research);
- user login and subscription data (eg login credentials for phone and online banking and mobile banking apps);
- other information about you that you or other individuals connected to your business which you give us by filling in forms or by communicating with us, whether face-to-face, by phone, email, online, or otherwise.
- information about you or other individuals connected to your business which you give us when entering into a nominee agreement and investment account agreement with us for investment purposes, applying for shares or units in any fund, or by communicating with us, whether face-to-face, by phone, e-mail, or otherwise;
- other information about you and individuals connected to your business that you've provided to us by filling in forms or by communicating with us, whether face-to-face, by phone, email, online, or otherwise;
- if our relationship arises out of an insurance policy or claim, we may also collect:
 - information connected to your health and the health of individuals connected to your business, including medical information, medical reports and claim information;
 - information regarding your or of you individuals connected to your business's family members or other third parties who might be covered by or benefit from your insurance policy or be financially dependent on you;
 - information which is relevant to your insurance policy including details of previous policies and claims history. This will depend on the type of policy that you have with us.;
 - lifestyle information. For example, if you apply for a life insurance policy, we may ask for details such as your or of individuals connected to your business's status as a smoker and alcohol consumption as well as your hobbies;
 - details about your or of individuals connected to your business's physical or mental health which are relevant to your insurance policy or claim. For example, if you make a claim we may ask for medical information which relates to your claim;

- details about your or of individuals connected to your business's criminal convictions or related information. This will include information relating to offences or alleged offences; and

- any other information which is relevant to a claim that you make.

Information we collect or generate about you and individuals connected to your business, eg:

- your financial information and information about your relationship with us, including the products and services you hold, the channels you and the individuals connected to your business use and your and their ways of interacting with us, your ability to get and manage your credit, your payment history, transactions records, bank feeds, market trades, sort code and account numbers of customer's accounts, payments into your account including information concerning complaints and disputes and full beneficiary name, address and details of the underlying transaction;
- information we use to identify and authenticate you and the individuals connected to your business, (eg specimen signature and additional information that we receive from external sources that we need for compliance purposes);
- geographic information (eg about which branches or ATMs you and the individuals connected to your business use);
- information included in customer documentation (e.g a record of advice that we may have given you);
- marketing and sales information (eg details of the services you receive and your preferences);
- cookies and similar technologies we use to recognise you and individuals connected to your business, remember preferences and tailor the content we provide (our cookie policy contains more details about how we use cookies and can be found at <https://www.business.hsbc.com/mt/en-gb/regulations/cookie-policy>);
- risk rating information (eg credit risk rating, transactional behaviour and underwriting information);
- investigations data (eg due diligence checks, sanctions and antimoney laundering checks, external intelligence reports, content and metadata related to relevant exchanges of information between and among you and individuals, organisations, including emails and telephone calls);
- records of correspondence and other communications between you and your representatives and us, including email and telephone calls;
- information that we need to support our regulatory obligations (eg information about transaction details, detection of any suspicious and unusual activity and information about parties connected to you or these activities).

Information we collect from other sources relating to you and individuals connected to your business, eg:

- information you've asked us to collect for you (eg information about your accounts or holdings with other companies including transaction information);
- information from third party providers (eg information that helps us to combat fraud or that relates to social interactions (including communications via social media, between individuals, organisations, prospects and other stakeholders acquired from companies that collect combined information));
- information received from Credit Reference Agencies, the Central Credit Register maintained by the Central Bank of Malta and from other reference databases;
- any other publicly available sources of information such as social media sites and the Malta Registry of Companies or other company registries such as the UK Companies House;
- if our relationship arises out of an insurance policy or claim, we may also collect:
 - information provided to us by insurance brokers and tied insurance intermediaries in order to be able to provide you with insurance products such as life insurance products, investment based insurance products and even where we offer you third party insurance products such as building insurance cover and travel insurance;
 - sensitive personal data such as information regarding your health and medical reports from hospitals in order to be able to offer you insurance products and services;
 - information relating to your insurance claims history; and
 - information from other parties involved in your insurance policy or claim.

How we'll use your information and information relating to individuals connected to your business

We'll only use information on you and individuals connected to your business where we have consent or we have another lawful reason for using it. These reasons include where we:

- need to pursue our legitimate interests;
- need to process the information to enter into or carry out an agreement we have with you;
- need to process the information to comply with a legal obligation;
- believe the use of information as described is in the public interest (eg for the purpose of preventing or detecting crime);
- need to establish, exercise or defend our legal rights; or
- where you are an insurance customer, we need to use your information for insurance purposes.

The reasons we use your information and information relating to individuals connected to your business include:

- delivering our products and services;
- carrying out your instructions (eg to fulfil a payment request);
- managing our relationship with you, including (unless you tell us otherwise) telling you about products and services we think may be relevant for you;

- understanding how you use your accounts and services;
- providing banking and insurance operations support;
- preventing or detecting crime including fraud and financial crime (e.g. money laundering, financing for terrorism and human trafficking);
- providing security and business continuity;
- undertaking risk management;
- providing online banking, mobile apps and other online product platforms;
- undertaking product and service improvement;
- undertaking data analytics to better understand your circumstances and preferences so we can make sure we can provide you with the best advice and offer you a tailored service;
- protecting our legal rights and complying with our legal obligations;
- corresponding with lawyers, architects, surveyors, valuers, other lenders, conveyancers and third party intermediaries;
- undertaking system or product development and planning, insurance, audit and administrative purposes;
- if our relationship arises out of an insurance policy or claim, we will also use your information to:
 - evaluate your insurance application and provide you with a quotation;
 - carry out insurance underwriting operations and support;
 - carry out re-insurance activities with our re-insurer(s);
 - handle or monitor any claims which you make or which arise under your insurance policy; and
 - apply for and claim on our own insurance policies.

Further details of how we'll use your information can be found in the Appendix below. From time to time, we may use Artificial Intelligence (AI) tools in connection with any of the uses of information. We may also use AI tools to help us improve our services, respond to your enquiries, and analyse information shared with us.

How we use particularly sensitive personal information

"Special categories" of particularly sensitive personal information require higher levels of protection. We need to have further justification for collecting, storing and using this type of personal information. When offering you insurance products, we may need to process special categories of personal information in order to be able to provide you with insurance cover.

Less commonly, we may process this type of information where it is needed in relation to legal claims or where it is needed to protect your interests (or someone else's interests) and you are not capable of giving your consent, or where you have already made the information public.

How we make decisions about you

We may use automated systems to help us make decisions, (eg when you apply for products and services, to make credit decisions and to carry out fraud and money laundering checks). We may use technology that helps us identify the

level of risk involved in customer or account activity (eg for credit, fraud or financial crime reasons, or to identify if someone else is using your card without your permission).

If you are an insurance customer, we may use automated decisions to determine whether or not we can offer you insurance and at what price. We may base our decision on factors such as health, lifestyle and occupational information, as well as the level of cover being requested.

Individuals may have a right to certain information about automated decisions we make about them and may also have a right to request human intervention and to challenge the decision. More details can be found in the 'Rights of individuals' section below.

Tracking or recording what you say or do

To help keep you and your money safe, we may record details of your interactions (and the interactions of the individuals connected to your business) with us. We may record and keep track of conversations with us including phone calls, face-to-face meetings, letters, emails, live chats, video chats and any other kinds of communication. We may use these recordings to check your instructions to us, assess, analyse and improve our service, train our people, manage risk or to prevent and detect fraud and other crimes. We may also capture additional information about these interactions (eg telephone numbers that we are called from and information about devices or software that are used). We use closed circuit television (CCTV) in and around our sites and these may collect photos videos or voice recordings of you and the individuals connected to your business. We may, from time to time, use Artificial Intelligence (AI) tools, including AI-powered features (such as chats, forms or automated suggestions), to help us deliver services and provide more accurate support. These tools may collect, process and/or store the information you provide us (such as questions, feedback, or other submissions), including personal details as well as any other content you choose to share.

Compliance with laws and regulatory compliance obligations

We'll use your information and information relating to individuals connected to your business to meet our compliance obligations, to comply with laws and regulations that HSBC group companies are subject to and to share with our regulators and other regulators and authorities. This may include using information 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 or it's in our legitimate interests and that of others or to prevent or detect unlawful acts.

Marketing and market research

We may use your information and information relating to individuals connected to your business to provide information about HSBC products and services, and also products and services from our partners and other relevant third parties. We may send marketing messages by post, email, telephone, text or secure messages. If you or individuals connected to your business wish to change how marketing messages are sent or wish to stop receiving these, please contact us in the usual way.

It may take us a short period of time to update our systems and records to reflect requests to stop receiving marketing messages, during

which time you and individuals connected to your business may continue to receive marketing messages. Even if you tell us not to send marketing messages, we'll continue to use contact details to provide important information, such as changes to your terms and conditions or if we need to tell you, or individuals connected to your business, something to comply with our regulatory obligations.

We may use your information and information relating to individuals connected to your business for market research and to identify trends. Market research agencies acting on our behalf may get in touch with you or individuals connected to your business by post, telephone, email or other methods of communication to invite you or them to take part in research. We won't invite you or individuals connected to your business to take part in research using a communication method if you (or they) have asked us not to get in touch that way. Any responses that are provided whilst participating in market research will be reported back to us anonymously unless you or the individuals connected to your business give us permission for the relevant details to be shared.

Who we might share information with

We may share your information and information relating to individuals connected to your business with others where lawful to do so including where we or they:

- need to in order to provide you with products or services you've requested (eg fulfilling a payment request) or executing surrender instructions on your insurance product when you would want to liquidate part or all of your insurance based investment;
- need to in order to provide you with your insurance policy or to administer your claim;
- have a public or legal duty to do so (eg to assist with detecting and preventing fraud, tax evasion and financial crime);
- need to in connection with regulatory reporting, litigation or asserting or defending legal rights and interests;
- have a legitimate business reason for doing so (eg to manage risk including financial crime risk, verify identity, enable another company to provide you with services you've requested, or assess your suitability for products and services);
- have asked you or the individuals connected to your business for your permission to share it, and you (or they) have agreed.

We may share your information and information relating to individuals connected to your business for these purposes with others, including:

- other HSBC group companies and any sub-contractors, agents or service providers who work for us or provide services to us or other HSBC group companies (including their employees, subcontractors, service providers, directors and officers);
- any trustees, beneficiaries, administrators, attorneys appointed via a power of attorney, signatories, your representatives or executors;
- people who give guarantees or other security for any amounts you owe us;
- people you make payments to and receive payments from;
- your beneficiaries, intermediaries, correspondent and agent

- banks, clearing houses, clearing or settlement systems, market counterparties and any companies you hold securities in through us (eg stocks, bonds or options);
- other financial institutions, lenders and holders of security over any property or assets you charge to us or pledge in our favour,, tax authorities, trade associations, credit reference agencies, payment service providers and debt recovery agents;
 - any fund managers who provide asset management services to you and any brokers who introduce you to us or deal with us for you;
 - any custodians or any fund administrators who would need your information in order for us or any other service provider when providing you with investment products including insurance based investment products;
 - any entity that has an interest in the products or services that we provide to you, including if they take on the risk related to them;
 - any people or companies where required in connection with potential or actual corporate restructuring, merger, acquisition or takeover, including any transfer or potential transfer of any of our rights or duties under our agreement with you;
 - law enforcement, government, courts, dispute resolution bodies, our regulators, auditors and any party appointed or requested by our regulators to carry out investigations or audits of our activities;
 - the Central Bank of Malta (or to any other entity or authority that replaces it) in order to update the Central Credit Register maintained by the Central Bank of Malta, and access to such information can be given to credit references agencies and to any other institutions (including financial institutions and financial vehicle corporations) as the Central Bank of Malta may consider necessary and as required pursuant to, and for the purposes disclosed in the Central Bank of Malta (Central Credit Register) Directive 14.
 - other parties involved in any disputes, including disputed transactions;
 - fraud prevention agencies who'll also use it to detect and prevent fraud and other financial crime and to verify your identity;
 - anyone who provides instructions or operates any of your accounts, products or services products or services on your behalf (eg attorneys appointed via a power of attorney, lawyers, intermediaries, etc);
 - anybody else that we've been instructed to share your information with by you, or anybody else who provides instructions or operates any of your accounts on your behalf;
 - anyone who deals with us in relation to your investment and agreement with us (e.g. HSBC Global Asset Management Malta Ltd or other fund managers), the people you make payments to, your beneficiaries, intermediary, correspondent and agent banks, clearing houses, clearing or settlement systems, market counterparties, upstream withholding agents, swap or trade repositories, stock exchanges, and any companies you hold securities in through us (e.g. stocks, bonds or options);
 - insurers and their underwriters so they can provide you with a quote or cover. For further details please refer to your policy documentation;
 - any member of the medical profession, hospitals, clinics, institutions, Insurance brokers, tied insurance intermediaries and re-insurers where we are providing you with insurance products such as life insurance products, investment based insurance policies and to a limited extent, even where we offer you third party insurance products such as building insurance cover and travel insurance;
 - if our relationship arises out of an insurance policy or claim, we will also share your information or the information of other individuals connected to your business with:
 - any member of the medical profession, hospitals, clinics, institutions,
 - other parties involved in providing your insurance policy such as Insurance brokers, tied insurance intermediaries;
 - re-insurers; and
 - third parties involved in the administration of the relevant insurance policy or claim example experts and our advisers.

Sharing aggregated or anonymised information

We may share aggregated or anonymised information within and outside of the HSBC Group with partners such as research groups, universities or advertisers. Neither you nor individuals connected to your business will be able to be identified from this information (eg we may share information about general spending trends in Malta to assist in research).

How long we'll keep information

We'll keep information in line with our data retention policy. For example, we'll normally keep your bank transaction information for a period of six years from the date of transaction and we'll keep information on your insurance policy for a period of ten years from the end of our relationship with you. This enables us to comply with legal and regulatory requirements or use it where we need to for our legitimate purposes such as managing your account and dealing with any disputes or concerns that may arise.

We may need to retain information for a longer period where we need the information to comply with regulatory or legal requirements or where we may need it for our legitimate purposes (eg to help us respond to queries or complaints, insurance claims, fighting fraud and financial crime, responding to requests from regulators, etc).

If we don't need to retain information for this period of time, we may destroy, delete or anonymise it more promptly.

Where you receive products and services from third parties (eg insurance) who HSBC has introduced you to, those third parties may keep your information, and information relating to individuals connected to your business, in line with additional terms and conditions that apply to their product and services.

Transferring information overseas

Your information and information relating to individuals connected to your business may be transferred to and stored in locations outside the European Economic Area (EEA), including countries that may not have the same level of protection for personal information. When we do this, we'll ensure it has an appropriate level of protection and that the transfer is lawful. We may need to transfer information in this way to carry out our contract with you, to fulfil a legal obligation, to protect the public interest and / or for your or our legitimate interests. In some countries the law might compel us to share certain information (eg with tax authorities). Even in these cases, we'll only share information with people who have the right to see it.

You can obtain more details of the protection given to your information (and information relating to individuals connected to your business) when it's transferred outside the EEA by contacting us using the details in the 'More details about your information' section below.

Rights of individuals

Individuals have a number of rights in relation to the information that we hold about them. These rights include:

- the right to access information we hold about them and to obtain information about how we process it;
- in some circumstances, the right to withdraw their consent to our processing of their information, which they can do at any time. We may continue to process their information if we have another legitimate reason for doing so;
- in some circumstances, the right to receive certain information they have provided to us in an electronic format and/or request that we transmit it to a third party;
- the right to request that we rectify their information if it's inaccurate or incomplete;
- in some circumstances, the right to request that we erase their information. We may continue to retain their information if we're entitled or required to retain it;
- the right to object to, and to request that we restrict, our processing of their information in some circumstances. Again, there may be situations where individuals object to, or ask us to restrict, our processing of their information but we're entitled to continue processing their information and / or to refuse that request.

Individuals (including individuals connected to your business) can exercise their rights by contacting us using the details set out in the 'More details about your information and information relating to individuals connected to your business' section below. Individuals also have a right to complain to the Information and Data Protection Commissioner's Office by visiting <https://idpc.org.mt>, or to the data protection regulator in the country where they live or work.

What we need from you

You're responsible for making sure the information you give us, information which is provided by individuals connected to your business, or information which is otherwise provided

on your behalf is accurate and up to date, and you must tell us if anything changes as soon as possible. If you provide information for another person (for example, a joint account holder, a beneficiary under an insurance policy or a claimant), authorised signatories, directors etc. you'll need to direct them to this notice. If we need that person's consent, we will ask you to confirm that you have obtained such consent. If we have any reason to believe there's a fraud or money laundering risk, we may refuse to provide the services and credit you've requested. We may also stop providing existing products and services to you.

How we keep information secure

We use a range of measures to keep information safe and secure which may include encryption and other forms of security. We require our staff and any third parties who carry out any work on our behalf to comply with appropriate compliance standards including obligations to protect any information and applying appropriate measures for the use and transfer of information.

More details about your information and information relating to individuals connected to your business

You and individuals connected to your business can obtain further information on anything we've said in this Privacy Notice or contact our Data Protection Officer by writing to Legal Office, 32, Merchant Street, Valletta VLT 1173 addressed 'for the attention of the DPO'.

This Privacy Notice may be updated from time to time and the most recent version can be found at <https://www.business.hsbc.com.mt/en-gb/regulations/privacy>

Appendix – How we process information about you and individuals connected to your business

We'll use your information and information about individuals connected to your business for purposes, including:

- **to deliver our products and services (including insurance):** to administer your accounts, process your transactions or underwrite insurance policies. We'll do this in order to perform our contract with you;
- **to provide banking and insurance operations support:** to enable the provision and function of our banking and insurance services in line with regulation, laws and customer rights and interests (eg complaints management and exit management). We do this to comply with our legal obligations, to perform our contract with you and because it's in our legitimate interest;
- **to prevent and detect crime including (eg fraud, terrorist financing and money laundering):** this will include monitoring, mitigation and risk management, carrying out customer due diligence, name screening, transaction screening and customer risk identification. We do this to comply with our legal obligations and because it's in our legitimate interest. We may share your information and information relating to individuals connected to your business with relevant agencies, law enforcement and other third parties where the law allows us to for the purpose of preventing or detecting crime. Additionally we and other financial institutions may take steps to help prevent financial crime and manage risk. We'll do this because we have a legitimate interest, a legal obligation to prevent or detect crime or it's in the public interest. We may be required to use your

information and information relating to individuals connected to your business to do this, even if you or they have asked us to stop using your/their information. That could include (among other things):

- screening, intercepting and investigating any payments, instructions or communications you send or receive (including drawdown requests and application forms);
 - investigating who you're paying or who's paying you (eg checks on payments into and out of your account and other parties related to those payments);
 - passing information to relevant agencies if we think you, individuals connected to your business and others acting on your behalf have given us false or inaccurate information, or we suspect criminal activity;
 - combining the information, we have about you and information relating to individuals connected to your business with information from other HSBC companies to help us better understand any potential risk;
 - checking whether the people or organisations you're paying or receiving payments from are who they say they are, and aren't subject to any sanctions.
- **to undertake risk management:** to measure, detect and prevent the likelihood of financial, reputational, legal, compliance or customer risk. This includes credit risk, traded risk, operational risk and insurance risk (eg for underwriting or claims management purposes). We'll do this because we have a legitimate interest in ensuring that we carry out a proper risk assessment prior to providing credit, insurance or other finance;
 - **to provide Online Banking, Mobile Apps and other online product platforms:** to allow us to provide you (and those you authorise) with access to HSBC online platforms and mobile apps (eg the HSBC Malta Business Banking App from HSBC). The platform may allow you and your authorised users to directly or indirectly communicate with us, apply for products and services online and verify customer ID and proof of address. The lawful basis for using your information and information relating to individuals connected to your business for this purpose is to perform our contract with you or that processing for this purpose is in our legitimate interest;
 - **to provide product and service improvement:** to identify possible service and product improvements by analysing your information and information relating to individuals connected to your business. Where we provide you with aggregated information services, we'll use your information and information relating to individuals connected to your business to understand how you use these products which may include your transactional information from other financial institutions to help improve our products and services. The lawful basis for processing your information and information relating to individuals connected to your business for this purpose is our legitimate interest. We do this to improve our products and services to best meet the need of our customers;
 - **to undertake data analytics and to provide tailored services:** to identify relevant opportunities to promote products and services to existing or prospective customers by analysing your information and information relating to individuals connected to your business. This may include reviewing historical customer transactional behaviour and comparison of customer activity. We do this to help us provide you with products and services we think will be of most relevance to you. The lawful basis for using your information and information relating to individuals connected to your business in this way is our legitimate interest;
 - **to undertake marketing:** to provide you with information about HSBC products and services, and also products and services from our partners and other relevant third parties. The lawful basis for this is our legitimate interest. We may need your consent or the consent of individuals connected to your business) to communicate by certain channels and we'll always make sure we get this where we need to. You and the individuals connected to your business can change your mind on how you receive marketing messages or choose to stop receiving them at any time. To make that change, contact us in the usual way;
 - **to protect our legal rights:** to protect our legal rights, e.g. in the case of defending or the protection of legal rights and interests (eg collecting money owed, enforcing or protecting our security or defending rights of intellectual property); court action; managing complaints or disputes; in the event of a restructuring of companies or other mergers or acquisition. This may be in connection with action taken against you or other persons (eg joint borrowers or persons who give a guarantee or other security for your obligations to us. We'd do this on the basis that it's in our legitimate interest).

From time to time, we may use Artificial Intelligence (AI) tools, including AI-powered features (such as chats, forms or automated suggestions). Such tools may be used in connection with any of the uses of information. We may also use AI tools to help us improve our services, respond to your enquiries, and analyse information shared with us, as well as to help us deliver services and provide more accurate support. These tools may collect, process and/or store the information you provide us (such as questions, feedback, or other submissions), including personal details as well as any other content you choose to share. Globally, HSBC has established HSBC's Principles for the Ethical Use of Data and AI <https://hsbc.com/-/files/hsbc/our-approach/risk-and-responsibility/pdfs/240715-hsbc-principles-for-the-ethical-use-of-data-and-ai.pdf?download=1> as a set of principles designed to set standards and address potential ethical risks that may arise from the use of AI.

HSBC Bank Malta p.l.c. is a member of the HSBC Group,
one of the world's largest banking and financial services
organisations with more than 6,100 offices in 72 countries
and territories in Europe, the Asia-Pacific region, the
Americas, the Middle East and Africa.

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