



UNION BANCAIRE PRIVÉE

## Privacy Notice for customer (existing or potential) and visitors to the UBP Website

### Introduction

Welcome to the privacy notice of Union Bancaire Privée, UBP SA, London Branch (“**UBP**”) (collectively referred to as UBP, “we”, “us” or “our” in this privacy notice).

UBP respects your privacy and is committed to protecting your personal data. This privacy notice will inform you as to how we look after your personal data when you enter into an agreement with us, use our services or products and visit our website (regardless of where you visit it from) and tells you about your privacy rights and how the law protects you.

UBP is a “data controller”. This means that we are responsible for deciding how we hold and use personal information about you. We are required under data protection legislation to notify you of the information contained in this privacy notice.

Unless otherwise specified, this notice does not form part of any contract we have with you. We may update this notice at any time on the internet UBP.com and you should visit our website on a regular basis to be notified of such updates.

### Data protection principles

We will comply with Data Protection Laws. This requires that the personal information we hold about you must be:

1. Used lawfully, fairly and in a transparent way.
2. Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
3. Relevant to the purposes we have told you about and limited only to those purposes.
4. Accurate and kept up to date.
5. Kept only as long as necessary for the purposes we have told you about.
6. Kept securely.

---

## 1. Important information and who we are

### Purpose of this privacy notice

This privacy notice aims to give you information on how UBP collects and processes your personal data for example when you use UBP's products and services, including any data you may provide through our website when you sign up to newsletters and/or when you visit any page of our website.

It is important that you read this notice, together with any other privacy notice we may provide on specific occasions when we are collecting or processing personal information about you, so that you are aware of the personal information we collect about you, what we do with your information, and who your information may be shared with.

### Data protection officer

We have appointed a data protection officer who is responsible, amongst other things, for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, including any requests to exercise your legal rights, please contact the data protection officer using the details set out below.

### Contact details

**Mr. Constantin Bratsiotis**  
Group Data Protection Officer  
gdpo@ubp.ch  
Union Bancaire Privée, UBP SA  
Rue du Rhône 96-98 | P.O. Box 1320 | CH-1211 Geneva 1  
T +41 58 819 37 66

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the local data privacy authority so would ask that you please contact us in the first instance.

### Third-party links

Our website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements/notices. When you leave our website, we encourage you to read the privacy notice of every website you visit.

By accessing our website, you agree to its terms and conditions of use.

---

## 2. The data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together follows:

- ◆ **Identity Data** includes information such as first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender, passport photocopies

- ◆ **Contact Data** includes information such as billing address, delivery address, email address and telephone numbers
- ◆ **Financial Data** includes information such as bank account and payment card details as well as your financial position, status and history, wealth, source of wealth, revenues, professional activity (past and present), solvency reports, knowledge and experience
- ◆ **Transaction Data** includes information such as details about payments to and from you, explanations as to the reasons of such transactions (including related documents), source of funds and other details of products and services you have purchased from us
- ◆ **Profile Data** includes information such as your username, email address and (potentially) password, purchases or orders made by you, your interests, preferences, and feedback
- ◆ **Usage Data** includes information about how you use our website, products and services
- ◆ **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences) unless required for lawful grounds and/or for improvement of services based on agreements between you and us.

#### **If you fail to provide personal data**

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case, at the time.

---

### **3. How is your personal data collected?**

Members of the UBP Group may collect, use and share personal data, including information about you, your transactions, your use of our products and services and your relationships with the UBP Group.

We use different methods to collect data from and about you including through:

- ◆ **Direct interactions.** You may give us personal data by filling in forms or by corresponding with us by post, telephone, e-mail, through our website, handing us your business card or otherwise. For example, this may include personal data you provide when you:
  - ▶ apply for our products or services;
  - ▶ open an account with us;
  - ▶ request marketing to be sent to you.
- ◆ **Automated technologies or interactions.** As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, and other similar technologies.
- ◆ **From publicly accessible sources; background checks.** We may have to seek further information about you from publicly accessible sources such as the internet, press, data collecting companies, debt or commercial registers etc. or from third parties we may appoint. In certain cases we may carry out a background check about you using third party service providers.

#### 4. How we use your personal data

We will only use your personal data when the law allows us to or when you do. Most commonly, we will use your personal data in the following circumstances:

- ◆ Where we need to perform the contract we are about to enter into or have entered into with you.
- ◆ Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- ◆ Where we need to comply with a legal or regulatory obligation.

Generally we do not rely on consent as a legal basis for processing your personal data. When we require consent we will collect it from you separately to this notice. You have the right to withdraw consent to marketing at any time by your relationship manager or using the communication tools we provide, for example when you visit our website.

#### Purposes for which we will use your personal data

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please *Contact us* if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

What we use your personal data for:	Our lawful basis for processing your data:
To register you as a new customer and verify your identity Carry out customer due diligence	Performance of a contract with you To fulfil our legal obligations
Perform credit checks and obtain or provide credit references	To fulfil our legal obligations and to protect our legitimate interest
To deliver products and services to you including: (a) To provide advice or guidance about our products and services (b) Manage and provide investment products and services To deal with any of your transactions	Performance of a contract with you To fulfil our legal obligations
To process services including: (a) Manage payments, fees, charges and interest due on customer accounts Collect and recover money owed to us	Performance of a contract with you Necessary for our legitimate interests including to recover debts due to us To fulfil our legal obligations (for example to define your investment profile, answer requests from authorities, issuers, or funds who may request details about you)

<p>To manage our relationship with you which may include:</p> <p>(a) Notifying you about changes to our terms of business or privacy policy</p> <p>Ensuring you provide us with all the appropriate documentation for us to provide services to you</p>	To fulfil our legal obligations
To manage how we work with other companies that provide services to us and our customers	Necessary for our legitimate interests
<p>To perform Financial Crime Risk Management Activity</p> <p>To manage risks for us and our customers</p> <p>To meet Compliance Obligations that apply to us</p> <p>For regulatory reporting</p>	To fulfil our legal obligations
Enforce or defend the rights of UBP or employees of UBP	Necessary for our legitimate interests
For internal operational requirements of members of the UBP group (including, for example, product development, insurance, tax, audit and credit and risk management)	To fulfil our legal obligations
<p>To manage our relationship with you (including developing the relationship and carrying out any marketing activities)</p> <p>To make suggestions and recommendations to you about goods or services that may be of interest to you</p>	<p>Necessary for our legitimate interests including to develop our products/services and grow our business</p> <p>Performance of a contract with you</p>

## Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

If you receive marketing directly from us, you can ask us to stop sending you marketing messages at any time by contacting your relationship manager or using the communication tools we provide, for example when you visit our website.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product/service purchase or other transactions.

## Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact your relationship manager.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Information about change of purpose may happen through an amendment to the present Notice, so we encourage you to consult it regularly.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

---

## 5. Data sharing

We may have to share your data with third parties, including third-party service providers and other entities in the group.

We require third parties to respect the security of your data and to treat it in accordance with the applicable law.

We may also transfer your personal information outside the EU. If we do, you can expect a similar degree of protection in respect of your personal information.

### Why might you share my personal information?

When we use your personal information for the purposes set out in the table in paragraph 4 above we may transfer and disclose it to:

- ◆ Any member of the UBP Group and anybody who provides services to a member of the UBP Group or their agents;
- ◆ Any authorities where we are required to do so by law or regulations;
- ◆ Persons acting on your behalf, payment recipients, beneficiaries, account nominees, intermediary, correspondent and agent banks, clearing houses and clearing or settlement systems;
- ◆ Other financial institutions, fraud prevention agencies, trade associations, credit reference agencies and debt recovery agents;
- ◆ Any broker we provide instructions or referrals to or from whom we receive them;
- ◆ Any duly selected third party or member of the UBP group involved in the maintenance and operation of IT systems (including “cloud” computing), the development, operation and maintenance of databases, software and applications, the establishment and implementation of processes and guidelines to ensure and/or improve the availability, usability, integrity and security of data;
- ◆ Any duly selected third party involved in the completion of certain administrative or logistical tasks, or the provision of other specific services such as the preparation of tax statements;
- ◆ Any duly selected third party, involved in the preparation, printing and/or mailing to the clients of bank documents (such as the Bank’s correspondence with its clients, including transaction advices, statements of account, summaries of assets and tax statements),
- ◆ Any duly selected third party involved in specific activities, particularly those related to information and communication technologies (e.g., chat, videoconferencing, co-browsing, cloud).
- ◆ Any third party:
  - ▶ in connection with any reorganisation, sale or acquisition of any UBP Group member’s business;
  - ▶ we use to provide services to you; and
  - ▶ for marketing purposes where you’ve consented to marketing.

The contractual agreements as well as the General Terms of Business that bind us describe respective duties and obligations in this regard.

The above recipients may also process, transfer and disclose customer information for the purposes set out in paragraph 4 above and they may be in countries where data protection laws don’t provide the same level of protection as in the UK.

For example, regulations implementing international agreements on tax compliance may require us to report certain information about you (and/or about connected persons) to the tax authority in the country in which your account is maintained (e.g. HM Revenue & Customs in the UK), which may transfer that information to any tax authority in countries where you or a connected person may be tax resident.

## Which third-party service providers may process my personal information?

"Third parties" includes third-party service providers including contractors and other entities within the UBP group, including third parties providing services in relation to certain products. The following examples of third-party service providers process personal information about you for the following purposes:

Category of Third-Party receiving data	Purpose of transfer:
Other Banks and Payment Service Providers	To enable interbank payments to be made on behalf of clients
Professional Advisors and Consultants including: (a) Independent Financial Advisors, External Asset Managers and Family Offices (b) Property consultants Other agents and advisors	To help us run your accounts and services, and provide valuations  To explore new ways of doing business
Law Firms	In order that we may receive professional legal advice in respect of the services we deliver to you
HM Revenues & Customs, regulators and other authorities	To comply with any legal obligations the Bank has, or follow any orders or instructions given by relevant authorities (e.g. Regulations implementing international agreements on tax compliance)
Storage and documentation companies	To allow for files to be held securely off-site
Persons acting on your behalf, payment recipients, beneficiaries, account nominees, intermediary, correspondent and agent banks, clearing houses and clearing or settlement systems	To enable us to follow your instructions, provide services to you and deal with any of your transactions
Other financial institutions, fraud prevention agencies, trade associations, credit reference agencies and debt recovery agents	To assess your ability to meet financial commitments. If you are unable to repay an amount owed to us following a demand for repayment

The data that we can share strongly depends on any duty to confidentiality (such as bank or professional secrecy where applicable)

## How secure is my information with third-party service providers and other entities in our group?

All our third-party service providers and other entities in the Group are required to take appropriate security measures to protect your personal information in line with our policies. We do not allow our third-party service providers to use your personal data for their own purposes. We only permit them to process your personal data for specified purposes and in accordance with our instructions.

## When might you share my personal information with other entities in the group?

We may share your personal information with other entities in our Group as part of our centralised data storage system, to allow us to deliver certain services to you for security reasons and for reporting activities.

---

### 6. International transfers

We share your personal data within the Group. This will involve transferring your data outside the European Economic Area (**EEA**), to countries in the UBP Group such as Switzerland, the Middle East and Asia (e.g. Singapore, Dubai and China).

Some of our external third parties may be based outside the European Economic Area (**EEA**) so their processing of your personal data will involve a transfer of data outside the EEA.

Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- ◆ We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission.
  - ◆ Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe.
- 

### 7. Data security

We have put in place measures to protect the security of your information. Details of these measures are available upon request.

Third parties will only process your personal information on our instructions and where they have agreed to treat the information confidentially and to keep it secure.

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. Personal data may be processed as part of the security monitoring we undertake, for example, automated scans to identify harmful emails, which involve detecting, investigating and resolving security threats. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

---

### 8. Other ways we may use your information

To ensure we carry out your instructions accurately, to help us improve our service and in the interests of security, we may monitor and/or record your communications with us, such as telephone calls.

In the interests of security and preventing crime we may use closed circuit TV in and around our premises for the monitoring and collection of sound and/or visual images. All recordings remain our sole property. We may make and keep copies of identification you provide.

You should tell us if you change your mind about receiving marketing information or about participating in market research.

Members of the UBP Group may carry out Financial Crime Risk Management Activity. Exceptionally, this may result in members of the UBP Group delaying or refusing either to process a payment or your instructions, or to provide all or part of any Service to you.

No member of the UBP Group shall be responsible to you or any third party for any loss incurred as a result of any member of the UBP Group carrying out Financial Crime Risk Management Activity.

---

## 9. Data retention

### How long will you use my information for?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

Details of retention periods for different aspects of your personal information are available in our Data Retention Policy which you can request from us by Contacting your relationship manager.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

Personal Data may be held for longer periods where extended retention periods are required by law and in order to establish, exercise or defend our legal rights.

---

## 10. Your legal rights

### Your duty to inform us of changes

It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes during your working relationship with us or even after as we may need to contact you after our relationship has terminated.

### Your rights in connection with personal information

Under certain circumstances, by law you have the right to:

- ◆ **Request access** to your personal information (commonly known as a “data subject access request”). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- ◆ **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- ◆ **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no legitimate reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below). Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- ◆ **Object to processing** of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to continue processing your information.
- ◆ **Request the restriction of processing** of your personal information. This enables you to ask us to

suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.

- ◆ **Request the transfer** of your personal information to another party.

If you wish to exercise any of the rights set out above, please contact your relationship manager.

---

### **11. Right to withdraw consent**

In the limited circumstances where you may have provided your consent to the collection, processing and transfer of your personal information for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. To withdraw your consent, please contact your relationship manager. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

---

### **12. Changes to this privacy notice**

We reserve the right to update this privacy notice at any time, and a new privacy notice will be uploaded onto the internet UBP.com when we make any updates. We may also notify you in other ways from time to time about the processing of your personal information.