

HSBC UAE Offer Bot Privacy Policy

Applicability of this Privacy Policy

This Privacy Policy applies to the "HSBC UAE Offer Bot", including the associated "HSBC UAE Offer Bot" Facebook Messenger applications (collectively, the "Services") and other interactions you may have with the "HSBC UAE Offer Bot". If you do not agree with the terms, do not access or use the Services, Websites or any other aspect of "HSBC UAE Offer Bot's" Services.

This Privacy Policy does not apply to any third party applications or software that integrate with the Services through the "HSBC UAE Offer Bot" tool ("Third Party Services"), or any other third party products, services or businesses. In addition, a separate agreement governs delivery, access and use of the Services (the "Customer Agreement"), including the processing of any messages or other content submitted through Facebook Messenger (collectively, "Conversation Data"). The User (e.g., HSBC customer or another entity or person) that entered into the Customer Agreement ("Customer") controls their instance of the Services (their "Offer Searching" or Other) and any associated Customer Data. In this privacy policy, references to "HSBC" or "We" means the members of the HSBC group that processes your information as listed below.

Information We Collect And Receive

"HSBC UAE Offer Bot" may collect and receive Conversation Data, and other information and data ("Other Information") in a variety of ways:

- **Conversational Data:** Customers or individuals using "HSBC UAE Offer Bot" will submit conversational data to "HSBC UAE Offer Bot" when using the Services. Including Natural Language Conversation and Button Click.
- **Other Information:** "HSBC UAE Offer Bot" also collects, generates and/or receives Other Information:
 1. **General dining preference data:** Customer using the "HSBC UAE Offer Bot" services and its capabilities to find out HSBC dining offer. To submit searching criteria, customer supply the "HSBC UAE Offer Bot" with information that may include cuisine type, preferred location and other general information. Users should NOT provide any personal information in the conversation.
 2. **Masked Facebook ID:** "HSBC UAE Offer Bot" is primarily a Data Processor for Data provided by the Customer (Data Controller) via Facebook. We only collect Customer Masked Facebook ID in order to reply message. "HSBC UAE Offer Bot" does NOT access any of your Facebook information. You should not provide any Personal Data when using this service.
 3. **Usage Information:**
 - **Services Metadata:** When a User interacts with the Services, metadata is generated that provides additional context about the way Users interact with "HSBC UAE Offer Bot". For example, "HSBC UAE Offer Bot" may log the button click, message and links you interact with.
 - **Log data:** As with most websites and technology services delivered over the Internet, our servers automatically collect information when you access or use our "HSBC UAE Offer Bot" or Services and record it in log files. This log data may include the Masked Facebook ID, conversation data which have been processed.
 - **Report data:** When you or Customer interact with "HSBC UAE Offer Bot", it collects all supplied or relative information in view to produce/form a Report. Reports may be used for research, statistical purposes in order to improve "HSBC UAE Offer Bot" efficiency, update our service, as well as feedback in order to create and launch marketing campaigns.
 - **Device information:** "HSBC UAE Offer Bot" may collect information about devices accessing the Services, including type of device, what operating system is used. Whether we collect some or all of this Other Information often depends on the type of device used and its settings.
 - **Location information:** We may receive information from customer and other third-parties services that helps us approximate your location. This is for providing the search offer service needed.

4. **Third Party Services:** Typically, Third Party Services are software that integrates with our services, and customer can permit its Authorised Users to enable and disable certain integrations, while other (e.g. Facebook Messenger, Google Maps) are required for the operation of the "HSBC UAE Offer Bot" therefore customers or authorised users are required to use if they intend to use the "HSBC UAE Offer Bot". Once enabled, the provider of a Third Party Service may share certain information with the "HSBC UAE Offer Bot". Users should check the privacy settings and notices in these Third Party Services to understand what data may be disclosed to the "HSBC UAE Offer Bot". When a Third Party Service is enabled, "HSBC UAE Offer Bot" is authorised to connect and access Other Information made available to the "HSBC UAE Offer Bot". We do not, however, receive or store passwords for any of these Third Party Services when connecting them to the Services.
5. **Third Party Data:** "HSBC UAE Offer Bot" may receive data as stated in "4" above that we use to make our own service better or more useful. This data may be combined with 'Other Information' we collect.
6. **Additional Information Provided to the "HSBC UAE Offer Bot":** We receive 'Other Information' when communicating with the "HSBC UAE Offer Bot".

Generally, no one is under a statutory or contractual obligation to provide any specific data or other information (collectively, "Information"). However, certain information is collected automatically and, if some information, such as offer preference, is not provided, we may be unable to provide the services.

How We Use Information

Customer data will be used by the "HSBC UAE Offer Bot" in accordance with customer's instructions, including any applicable terms in the Customer Agreement and customer's use of services functionality, and as required by applicable law. "HSBC UAE Offer Bot" is a processor of Customer Data and Customer is the controller.

The information collected is NOT "personally identifiable information" and hence will not be used for any user-specific services.

"HSBC UAE Offer Bot" uses 'Conversational data' and 'Other Information' as mentioned in previous section, in furtherance of our legitimate interests in operating our services, business. More specifically, "HSBC UAE Offer Bot" uses other information:

- To provide, update, maintain and protect our services and business. This includes use of 'Other Information' to support delivery of the Services under a Customer Agreement, prevent or address service errors, security or technical issues, analyse and monitor usage, trends and other activities or at a user's request.
- As required by applicable law, legal process or regulation.
- To communicate with you by responding to your requests, comments and questions.
- To develop, provide and improve search, offers and additional features. For example, identify searching trends and insights, improve machine learning model so that the "HSBC UAE Offer Bot" understands customer queries better.
- To investigate and help prevent security issues and abuse.
- To generate "HSBC UAE Offer Bot" Reports.

Data Retention

"HSBC UAE Offer Bot" may retain "Non-Personal Data" Information pertaining to you for as long as necessary for the purposes described in this Privacy Policy. This may include keeping your "Non-Personal Data" information after you have deleted your conversation with "HSBC UAE Offer Bot" for the period of time needed for "HSBC UAE Offer Bot" to pursue legitimate business interests, conduct audits, comply with (and demonstrate compliance with) legal obligations, resolve disputes, enforce our agreements, archiving, statistical or research purposes.

Changes to this Privacy Policy

"HSBC UAE Offer Bot" may change this Privacy Policy from time to time. Laws, regulations and industry standards evolve, which may make those changes necessary, or we may make changes to our business. We will post the changes to this page and encourage you to review our Privacy Policy to stay informed. If we make changes that materially alter your privacy rights, "HSBC UAE Offer Bot" will provide additional notice, such as the Services. If you disagree with the changes to this Privacy Policy, you should deactivate your usage of the Services.

Your Rights

We will not keep any of your personal information or any other information that can identify a specific person, and a user should not provide these information in the conversation with the "HSBC UAE Offer Bot"