

Customer privacy policy - Non-European Appendix

Cathay Pacific Customer Privacy Policy - Non-European Appendix

This Appendix applies if you are based in the following countries/regions during your interactions with us

[7. South Korea](#)

7.1 The following sentence shall be added as a final paragraph in the introductory section of the Privacy Policy before the start of clause 1:

“You consent to the collection and use of your Personal Data in accordance with the terms of this Privacy Policy”

7.2 The following clause shall be added to the Privacy Policy as section 5.7:

5.7 Names of third party recipients of your Personal Data and description of their processing work

The names of third parties that will process your Personal Data on our behalf and descriptions or their work are as follows. This list may be amended or updated from time to time.

Service Provider (Trade Name)	Description of Work
Swissport Korea	Ground handling service in Incheon Intl Airport including check-in, reservation and ticketing, providing notice of change, ticket sales, guiding use of lounge by members, assistance in membership subscription and response to queries on mileage service, etc.
Asiana Airlines	Ground handling services in Busan and Jeju Intl Airport including check-in, reservation and ticketing, providing notice of change, assistance in membership subscription and response to queries on mileage service, etc.
ISG	To process product order and arrange delivery service, etc.

DHL	Delivery service for purchased products, etc.
SMS transmission/messaging service providers (http://www.cathaypacific.com/cx/ko_KR/hidden-pages/pop-up/flight-messaging/mobile-phone-service-provider.html)	SMS transmission for notification or reminders on flights, etc.
First Data Korea	Payment transaction for domestic-purchased tickets, etc.
World Pay	Payment gateway for overseas-purchased and internet-purchased tickets, etc.
IBM	To process marketing email broadcast & Coremetrics tracking on cx.com
DXC	Provide IT Infrastructure level support to all servers in CX data centre in Hong Kong
IBM ASM	Provide application support to a list of applications in CX data centre in Hong Kong
MillionTech	CX - IPOSS – Integrated point of sales system (CX inflight sales backend system) KA -IPOSS – KA integrated point of sales system (KA inflight sales backend system) IPOW – Internet preflight order website (CX inflight sales website backend system)
AWS	Cloud service
OpenJaw	Travel retail platform for Asia Miles
ICLP	Application that handles Non-Air redemption in Asia Miles.com
Amadeus	Amadeus is the Internet application for passenger to book flights online
IER	Multi-purpose Kiosk (CUSS) - Self Service machine for check-in or boarding pass fulfilment
SITA	SITA AirCOM Server is an application for Air-Ground

	Message Handling and Re-distribution (ACARS Messages)
Google Analytics	A web analytics service (SaaS) to track page views and visits
Novatti	eVoucher Management System
Salesforce	<p>Salesforce Automation Tool - a CRM (customer relationship management) tool developed by Salesforce.com to store and handle customer contacts.</p> <p>Customer Feedback and Compensation System (CFCS) – a Salesforce Service Cloud solution that provides a stable and effective solution with due consideration of maintaining the normal daily operations of the Customer Relation Department operations; and to capture customer feedback and service recovery costs for analysing service failures to correct problems areas and drive product improvement.</p>
CHAMP	Cargo Service System for Carrier and Handling
Atlassian	Confluence is a Knowledge Management System to provide IT support infos in CX environment
Tealium	For Tag management
Ayden	Payment gateway
Alipay	Payment service
Microsoft	<p>Multiple services e.g.</p> <ul style="list-style-type: none"> · Cloud Storage · Office 365
Silverpop (Acquired by IBM)	Marketing automation & email marketing software
Mainframe	Application used to keep flight manifest data of all CX and KA flights and perform auto-tracking and retro claim processing for oneworld and Asia Miles partners

7.3 The following paragraph shall be replaced section 7.3 (Retention Period) of the Privacy Policy:

7.3 Retention Period

Our retention periods for Personal Data are based on business needs and legal requirements. We will retain your Personal Data for as long as is necessary for the processing purpose(s) for which it was collected and any other permitted linked purpose. For example, we may retain: (i) certain transaction details (e.g. flight history) and correspondence until the time limit for claims arising from the transaction with us has expired (which is typically between 6 to 10 years after the relevant transaction occurred, and in some cases much less than this); or (ii) certain data to comply with regulatory requirements regarding the retention of such data. Where Personal Data is no longer needed, we either irreversibly anonymise the data (in which case we may further retain and use the anonymised data) or securely destroy the data. [To be updated from time to time.]

7.4 The following sentence shall be added to section 8.1:

“If you are under the age of 14, your legal guardian will have the rights under section 8.”