

Website privacy notice

When you browse the web, you leave a digital footprint. This is information about your device and the way you use it online.

We use this information to deliver our website to you. We also use it for other purposes which we believe help both you and us.

To help you understand what information we collect and how we use it, we've put together this notice.

Who are we?

When we say "we", this means the HSBC group of companies and our trusted partners who provide services to us.

These include our:

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

Our Privacy Notices

Depending on how you choose to interact with us, you may see different privacy notices. Some of these may apply to you as well.

- Public website notice: This is the notice you're currently reading and it covers parts of this website where you don't need a password.
- Full privacy notice: Our full privacy notice contains more details, such as the full company names of HSBC's data controllers. It also tells you how HSBC uses your personal information in general. You can read that at: [hsbc.co.uk/privacy-notice](https://www.hsbc.co.uk/privacy-notice).
- Cookie notice: This notice covers how we collect information from your web browser or mobile device.

- Other notices: Our mobile apps and parts of our websites have their own privacy notices, like the careers section of our website at [hsbc.com/careers](https://www.hsbc.com/careers).

You can usually find our notices in the footer of the webpage. If you're using an app, it will usually be in the menu. Our full privacy notice is our main one and can be found at [hsbc.co.uk/privacy-notice](https://www.hsbc.co.uk/privacy-notice).

Personal information collected by this website

We collect information when you use our website or social media sites. We also do this when you interact with an email we sent out.

When you view our website or social media sites, we can see:

- What you click.
- What you view.
- How long you spend on pages.
- Your device and internet connection details such as: type of device you're using, IP address and details about your internet connection, technical details such as your screen size and the software you're using, such as your web browser.
- Your country or region (not exactly where you are unless we ask permission).
- Your unique advertising or other identification numbers allocated to your browser or device.

If you follow a link to our website, we know the last site you visited. If you interact with an email we sent or reach our website through an email link, we may be able to tell:

- That you've opened it.
- What links in the email you click on.

When you fill in a form on our website, we can see what you type. If you send us a message, we may collect information you tell us.

Some of this data is collected by:

Our partners: These may be website hosts or social media sites.

Cyber-security filtering technology: This keeps our website safe from fraud and crime.

Cookies and similar technology: These are set on your device by us and our trusted partners.

We don't often know exactly who you are from this data. But sometimes we may connect this data with other information we hold about you.

For example:

- If you browse our website and then access online banking, we may connect this data to you. The next time you visit, we may still link that data to you.
- If you browse our website while logged into social media accounts, then our partners may be able to connect this data to those accounts.
- It might be possible to connect your browsing data to personal data held by third parties.

We use your data when it is in our legitimate interests.

This means we need to have a valid and lawful reason to use your data and balance this with your interests.

How we use this personal information:

To deliver the website

Like most websites, we use your information to operate the website and monitor how well it is working.

To improve our business

We use your information to:

- Understand how you use our services.
- View trends in product offerings.
- Develop well targeted offers and products.
- Find offers and products that may be of interest to you.
- Make our services better for you.
- Learn how useful our marketing is and make it better.

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.

One of our security providers is Google ReCaptcha. Google asks us to tell you that this is subject to the Google Privacy Policy and Terms of Use.

We also use BioCatch, LexisNexis (Threatmetrix), Celebrus and Tealium.

Personalising our website

When you visit our website, we may use data we collect to make the site reflect you.

This could include:

- Tailoring our website content and services for you.
- Showing you information or updates that might be useful for you.
- Showing products or services that we think will be of interest to you.

Online advertising

When we advertise online, we may share your information with our advertising partners.

We may ask our advertising partner to use that information to:

- Check if you hold an account with them.
- Choose which adverts to send to you.
- Send our adverts to you.
- Exclude you from adverts, for example, if the advert is for a service you already use.
- Advertise to people who have a similar profile to you or share your interests.
- Identify what other marketing may be of interest to you.
- Understand how useful our marketing is and make it better.

Social media

We may use social media and may collect data from publicly available social media sources (such as Meta, LinkedIn and X) to improve our understanding of your needs and interests and tailor our marketing messages to be more relevant and interesting to you. We may also use it to connect with you.

This data may include information you have chosen to make public, such as:

- Posts, comments, and reactions on social media platforms.
- Publicly available profile information (depending on your privacy settings).
- Information about your interests and activities gleaned from your social media engagement (in accordance with platform terms).

Social media platforms may let you choose what advertising you receive. You should contact them for more information.

When we use Meta products (such as Facebook, Facebook Messenger and Instagram), Meta asks us to share certain information with you about how your data is used and managed. Please see this information below.

Meta products

When you use an HSBC page on any Meta product, such as Facebook or Instagram, Meta Platforms Ireland Limited (previously known as Facebook Ireland Limited), and HSBC collect information about you. The information collected includes:

- What you click on: if you start a messenger conversation.
- What you view: when you hover over a link or have an event page on screen.
- What you say: like comments or reactions.
- Your actions: like sharing or recommending.
- Your location: country or region. This is not your precise location unless you have provided this in your user profile and you are logged in.
- Your device and internet connection.
- Your Meta product profile details and user ID.

HSBC has access to this information to use for reporting, insights and marketing purposes and so does Meta Platforms Ireland.

This helps HSBC improve our offering on Meta products and create better marketing. HSBC may also see this information if HSBC has communicated with you on Meta products. HSBC does this because it helps us know who we're speaking to.

If you've allowed us to use cookies that support our marketing, HSBC and Meta Platforms Ireland can collect this information when you use HSBC's site too. To learn more, or to control which cookies you allow, visit our Cookies Notice and select "Manage Cookies".

Meta Platforms Ireland is a 'joint controller' with us in law for processing where we collect information about you:

- From your actions on any Meta product.
- Through the Meta product pixels on our website: Facebook or Instagram.

We and Meta Platforms Ireland have agreed to share some responsibilities to protect your personal data by:

- Making sure we each have a legal basis for joint processing.
- Honouring your legal rights in respect of your data.
- Ensuring security of joint processing. You can contact HSBC about how we do this.

You can also contact Meta Platforms Ireland about what they do. This includes exercising your legal rights in respect of the data Meta Platform Ireland collects and retains itself.

To find out more about how Meta Platforms Ireland (including through your use of Meta products) processes your personal information, please visit facebook.com/privacy/policy.

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 your personal information, make corrections 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 UK Information Commissioner's Office by visiting ico.org.uk.

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 transfer your information outside of the UK and 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.

Our full privacy notice contains more information about these topics.

Contact us

We're always happy to hear from you.

You can contact our Data Protection Officer at:

For the attention of: The DPO

HSBC UK Bank plc

Customer Service Centre,

BX8 1HB

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

Last updated: August 2025

Thank you for reading this privacy notice.

Accessibility

If you need any of this information in a different format, please let us know. **This includes large print, braille, or audio.** You can speak to us using the live chat on our website, by visiting one of our branches, or by giving us a call.

There are also lots of other options available to help you communicate with us. Some of these are provided by third parties who are responsible for the service. These include a Text Relay Service and a British Sign Language (BSL) Video Relay Service. To find out more please get in touch. You can also visit: [hsbc.co.uk/accessibility](https://www.hsbc.co.uk/accessibility) or: [hsbc.co.uk/contact](https://www.hsbc.co.uk/contact).

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