

Rates of joint marketing agreements and Description

With an eye on meeting the various financial needs of customers, CTBC Holding carefully coordinates and controls how customer data is collected, shared, and used among its subsidiaries. CTBC Bank, CTBC Securities, Taiwan Life, CTBC Insurance, and CTBC Finance—the five subsidiaries that predominantly deal with natural-person customers—sought consent from customers to utilize their data for joint marketing purposes, with their customer confidentiality policies disclosed on their websites. As of December 2022, the agreement rate of customers is 85%.

Customers may grant consent to the aforementioned companies at any time for the cross-company sharing of their data in order to receive a greater variety of financial product information and services, and likewise may update their information or opt out at any time. When given authorization, CTBC Holding and its subsidiaries will conduct the secondary use of customers' information while adhering to strict protective measures to ensure the data is stored and used securely.