



PRIVACY NOTICE AND POLICY

Philippine Business Bank (“PBB” or “the Bank”), with an aim to live up and promote the culture of privacy within the organization, is zealous and dedicated to carry out the mandatory requirements of Data Privacy to safeguard and preserve your Personal Data (or “personal information, personal sensitive information or privileged information”).

Pursuant to the **Data Privacy Act of 2012 (RA 10173)** and its Implementing Rules and Regulations (IRR), the Bank also joins the privacy march to meet the full extent of data privacy and protection, exercise compliance and demonstrate respect of your RIGHTS: to be informed, to object, to access, to erasure or blocking, to file damages and the right to data portability and transfer as defined in **Sec. 15. Rights of the Data Subject.**

General Principles of Data Privacy

Your personal data (personal information, sensitive personal information or privileged information) is invaluable to us and the Bank is dutybound to develop applicable policies and implement guidelines to ensure that you as Data Subjects (“otherwise known as Clients”) are completely made aware and well-informed on how your personal information will be processed, where it will be stored and for how long, who do we disclose or share it to with and how will the Bank securely delete and dispose them of when no longer needed.

Under the rules of transparency, legitimacy and proportionality, the Bank COLLECT, USE, and ACCESS personal data such as your ***name, previous employment information, date of birth, gender, nationality, civil status, permanent & present address/es, contact number (mobile and land phone), email address, TIN, SSS/GSIS, Phil Health Number, License Number and Passport Number inter alia***, in the furtherance of our client-bank relationships (account opening, loan application, account disclosure and loan payout and other transactional meeting with/in branch personnel/officers).

The Bank shall also STORE and RETAIN your Personal Data in paper and electronic forms, in the Bank’s Customer Information File system (CIF) and other repository within the duration of our banking relationships, and will be stored for a minimum period of 5 years from the time of Account Closure, Corollary, the Bank shall responsibly DELETE, DISPOSE OF and DESTROY said personal data to the extent provided by the relevant retention policy.

Finally, PBB will SHARE and DISCLOSE said information in the furtherance of its business and, as required by existing laws and regulations, and will exercise protection measures for security and control access by authorized personnel/officers to preserve the Confidentiality, Availability and Integrity of your personal data (paper/electronic/recorded forms) under the requirements of **Sec. 21. Principle of Accountability.**

Inquiries, clarification, requests, or complaints in relation to Data Privacy may be addressed to Philippine Business Bank’s Data Privacy Officer at dataprivacy@pbb.com.ph, (02) 8461 5800 loc. 5062, or you may visit us at 5th Floor – Z Square Mall, 886 Banawe Street cor. Del Monte Ave., Brgy. Manresa, Quezon City.