

基金之友
Friends of the Foundation

感動 · 觸動 · 行動
亞洲生態保育 全賴你我同行

Act Now
for Asian Conservation Today



© Michelle Luk/HKU



香港海洋公園保育基金
Ocean Park
Conservation Foundation
Hong Kong

電話 Tel. : (852) 3923 2217 · 傳真 Fax : (852) 2553 5840

電郵 Email : opcf@oceanpark.com.hk · 網址 Website : www.opcf.org.hk

地址 Address : 香港 香港仔 海洋公園 Ocean Park, Aberdeen, Hong Kong



© Richard Moore

刻不容緩
OUR ACTION



© Hazel Tse

科研 Scientific Research

保育基金一直撥款支持於亞洲區內有關瀕危野生動物及其棲息地的科學研究工作。自 2005 年以來已資助超過 290 項研究，包括：

- 了解野生動物的現況及棲息環境
- 向當地社區提供訓練並讓他們持續參與保育工作
- 制定可持續發展的保育策略

OPCFHK dedicates its effort to support field research on endangered wildlife and their habitats. Since 2005, over 290 conservation projects have been funded to:

- understand the species and their habitats
- train and engage local communities to support conservation efforts
- formulate sustainable conservation strategies

教育 Education

教育下一代以傳承保育精神乃最有效的方法！去年便有超過 55,000 名學生和公眾人士在保育基金的社區和教育活動中受惠。保育基金的教育目標包括：

- 啟迪新一代的保育生力軍
- 加強人材培訓及設備
- 倡議及呼籲公眾參與保育工作

Education is a key conservation tool. Last year, our community education programmes reached over 55,000 students and members of general public. We aim to:

- inspire a new generation of conservationists
- enhance knowledge and improve facilities
- advocate and engage the public for conservation action



© Billy Kwan



© Udayan Borthakur

救助擱淺海豚 Rescuing Stranded Dolphins



自 2006 年起，我們與漁農自然護理署合作，跟進在香港水域擱淺海豚。自成立以來，我們的鯨豚擱淺行動組共處理超過 200 個案，包括中華白海豚及江豚。透過跟進擱淺個案而取得的重要資料有助了解牠們的現況。

Since 2006, we have collaborated with Agriculture, Fisheries and Conservation Department, HKSAR to respond to marine mammal stranding cases in Hong Kong waters. Since inception, our response team handled over 200 cases of Chinese white dolphin and finless porpoise stranding. Our response to stranding cases provides valuable insights into understanding their population status.



保衛海洋環境 Safeguarding Our Marine Environment

保育基金積極與政府部門及其他自願團體攜手合作保護海洋環境及資源。2012 年 7 月，由於韋森特颱風襲港引起膠粒破壞海洋生態事件，保育基金即時與政府及其他團體商議應付策略，並動員超過 500 名義工到沙灘及海岸清理膠粒及垃圾。

OPCFHK joins hands with government departments and other NGOs to take action in protecting our marine environment and resources. In July 2012, we initiated a crisis management plan to deal with pellet spillage after Typhoon Vicente.

Over 500 volunteers were mobilised to remove pellets and rubbish at various coastal areas.



立即加入「基金之友」 Join Friends of the Foundation NOW

您的捐款可支持我們延續亞洲區內的野生動物保育工作！

Your continuing support is critical to our wildlife conservation efforts in Asia!

會員專利 Member Privileges

- 定期收取關於保育基金及野生生態保育的電子期刊
- 以會員優惠價或免費參加教育及保育活動，如中華白海豚生態考察團、清理馬蹄蟹棲息地或保育專家講座
- 邀請一位非會員以會員優惠價或免費參與保育活動
- 獲得以環保物料所製的限量版會員卡
- Receive regular e-newsletter about OPCFHK and wildlife conservation
- Join engagement programmes at discounted rate or for free, e.g. Chinese white dolphin Eco-tour, mudflat clean-up for horseshoe crabs or conservation talks by experts
- Invite one non-member to join programme at member discounted rate or for free
- Receive the limited edition membership card made of recycled material

清潔泥灘修復馬蹄蟹棲息地

Clean-up mudflats to restore natural habitat of horseshoe crabs



© Joe Cheung

中華白海豚生態考察團 Chinese white dolphin Eco-tour



會員卡 Membership Card



聖誕「友」禮 'Gift' to Asian Wildlife 捐款表格 Donation Form

有 * 的欄位必須填寫。Items marked with * are mandatory.

*1. 會籍類別 Membership Category

- 標準會籍 Regular Membership
適用於 12 歲或以上人士，月捐 HK\$100 / 單次捐款 HK\$400 或以上
Aged 12 or above, Monthly Donation of HK\$100 or One-off Donation of HK\$400 or above
- 小童會籍 Junior Membership
適用於 11 歲或以下人士，月捐 HK\$60 / 單次捐款 HK\$250 或以上
Aged 11 or below, Monthly Donation of HK\$60 or One-off Donation of HK\$250 or above

*2. 捐款金額 Donation Amount

- 每月捐款 Monthly Donation of
 HK\$60 (小童 Junior) HK\$100 HK\$300 HK\$500 HK\$ _____
- 單次捐款 One-Off Donation of
 HK\$250 (小童 Junior) HK\$400 HK\$500 HK\$1,000 HK \$ _____

*3. 捐款方式 Donation Method

- 請在以下信用卡戶口扣除款項 Please debit from my credit card account
 VISA 萬事達卡 MasterCard

有效期至 Expiry Date: 月 Month 年 Year

持卡人姓名 Cardholder's Name: _____

信用卡號碼 Credit Card Number: _____

持卡人簽署 Cardholder's Signature: _____

下列付款方式只適用於單次捐款 Below methods ONLY applicable to one-off donation

- 現附上抬頭為香港海洋公園保育基金之劃線支票
Enclosed crossed cheque made payable to Ocean Park Conservation Foundation, Hong Kong
- 直接存入香港海洋公園保育基金帳戶 (請將入數紙正本聯同表格寄回)
Direct bank-in deposit to OPCFHK account (Please return this form with ORIGINAL bank-in slip)
匯豐銀行戶口號碼 HSBC Account Number: (004) 002-5-378-068

捐款港幣 \$100 或以上可獲發收據作報稅之用。若閣下需要捐款收據，請提供郵寄地址。
All donations of HK\$100 or above are tax deductible. Please provide mailing address for receipt.

- 為幫助節省行政開支，本人不需要收據。
To help reduce administrative cost, please do not send me a receipt.

4. 個人資料 Personal Information

* 英文姓名 English Name: Mr/Ms/Miss _____

* 中文姓名 Chinese Name: _____ 先生 / 女士 / 小姐

* 出生年月 Year & Month of Birth: 月 Month 年 Year

* 電郵 E-mail (收取電子報 For e-newsletter): _____

* 電話 Telephone: _____

* 通訊地址 Correspondence Address: _____

適用於小童會籍 Applicable to Junior Membership

* 家長或監護人姓名 Parent or Guardian Name: Mr/Ms/Miss _____

會員卡款式 Membership Card Design

- 大熊貓 Giant Panda 中華白海豚 Chinese White Dolphin 海馬 Seahorse

請將填妥表格寄回香港海洋公園保育基金或
直接傳真至 (852) 2553 5840

Please return the completed form to OPCFHK
by post or fax to (852) 2553 5840



以大豆油墨印製
Printed with Soy Ink

申請守則 Terms & Conditions

- 標準會籍：適用於 12 歲或以上人士。
- 小童會籍：適用於 11 歲或以下人士，並須由家長或監護人簽署同意。
- 會籍有效日期由香港海洋公園保育基金確認批核日起計算。
- 每月捐款之會籍將按捐款月份按月延續，如捐款連續三個月未能成功過帳，會籍將被取消。
- 單次捐款達港幣 \$500 或港幣 \$800 將獲得一年小童或標準會籍，翌年需延續會籍。
- 捐款人必須填寫姓名、通訊地址及聯絡電話等資料，香港海洋公園保育基金方可進行會籍確認及通訊之用。
- 如閣下選擇不提供本捐款表格必須填寫之資料，香港海洋公園保育基金保留權利不辦理有關之申請。在任何情況下，基金之友會籍的批核將由本保育基金作最終決定。
- 填妥之表格，可郵寄至香港香港仔海洋公園香港海洋公園保育基金「基金之友」。
- 會籍守則及條款如有更改，恕不另行通知。
- 於申請後三星期內仍未收到回覆，請致電 (852) 3923 2217 向香港海洋公園保育基金職員查詢。

- Regular Membership: Aged 12 or above.
- Junior Membership: Aged 11 or below, endorsement by parents or guardian is required.
- Membership is valid from the issue date of the confirmation from OPCFHK.
- Membership of a monthly donor is on a continuous basis and will be terminated if his/her monthly donation is not made for three consecutive months.
- Annual Junior or Regular membership would be offered for one-off donation of or above HK\$500 and HK\$800 respectively, renewal is required in the following year.
- Applicants must provide the information including Name, Correspondence address, Email address and Telephone number, which will be used for contact, identity verification and communications.
- In case you choose not to supply any of the mandatory personal data required in this Donation Form, OPCFHK reserves the right not to process your application. In any event, the approval for Friends of the Foundation Membership is subject to OPCFHK's final decision.
- Completed Donation Form may be returned to "Friends of the Foundation", OPCFHK, Ocean Park, Aberdeen, Hong Kong by post.
- The terms and conditions may be changed by OPCFHK without prior notice.
- If you do not receive confirmation after three weeks, please call OPCFHK at (852) 3923 2217.

本人 / 我們亦已閱讀香港海洋公園保育基金 ("保育基金") 的個人資料收集聲明，包括在直接促銷中使用本人 / 我們的個人資料有關的資訊。本人 / 我們明白本人 / 我們有權在下列方格內加上剔號 ("√") 表示拒絕該等直接促銷。若本人 / 我們不在下列方格內加上剔號 ("√")，保育基金可使用本人 / 我們的個人資料 (主要為本人 / 我們的姓名及聯絡詳情) 向本人 / 我們直接促銷產品、服務、活動及其他標的 (主要為保育基金或其商業或合作夥伴提供的消費產品及服務)，有關詳情請參閱保育基金個人資料收集聲明。

I/We have also read the Personal Information Collection Statement of Ocean Park Conservation Foundation, Hong Kong ("OPCFHK"), including the information about the use of my/our personal data in direct marketing. I/We understand that I/we have the right to opt-out from such direct marketing by ticking (√) the box below. If I/we do not tick the box, OPCFHK may use my/our personal data (primarily my/our name and contact details) in direct marketing products, services, activities and other subjects to me/us (primarily consumer products and services offered by OPCFHK or its business associations or partners) as more particularly set out in the Personal Information Collection Statement.

請不要向本人 / 我們提供直接促銷資訊。
Please do NOT send direct marketing information to me/us.

* 簽署 Signature :

* 日期 Date:

--	--

小童會員須由家長或監護人代簽
Endorsement by parents or guardian is required for Junior member



香港海洋公園保育基金
Ocean Park
Conservation Foundation
Hong Kong

Ocean Park Conservation Foundation, Hong Kong ("OPCFHK" or "we") Personal Information Collection Statement

Our collection of your personal information in this case is for the reasons set out below and we aim to process and hold such information on the basis of the guidelines and principles set out in this Statement and in our Privacy Policy Statement which applies generally to information held by us. We seek to comply fully with the provisions of the Personal Data (Privacy) Ordinance (Chapter 486) of the laws of Hong Kong.

We have created this Statement in order to demonstrate our firm commitment to your privacy and to disclose our information gathering and dissemination practices.

Manner of Collection

We primarily collect personal information directly by requesting that you complete forms or questionnaires, and also in connection with provision of services, activities or facilities to you at your request.

We may also collect information regarding your internet protocol address, browser type, domain name and access time.

Personal Data which may be Collected

From time to time, it is necessary for you to supply us with different categories of personal information in connection with our provision of services, activities and facilities, depending on the nature of the services, activities and facilities offered. The personal information we collect may include (but not limited to) your name, age, title, position, address, contact number (including mobile phone and fax numbers) and email address. The personal information may also relate to other persons relevant to the information, services, activities or facilities you have requested, for example, personal information of your children or other family members. The provision of personal data or any information is voluntary, but any failure to supply the necessary personal data or information requested may result in us being unable to process your requests or provide the services, activities and facilities requested by you.

Certain education or other programmes or activities offered by us are group activities and there are chances a participant may be photographed by our staff or other participants of such activities or guests within the group. It is therefore a condition that each participant of such activities unconditionally agrees to be photographed by our staff or other participants or guests during the course of the activities. Submission of the application to participate in the relevant activities constitutes the acceptance of this condition by the applicant.

We may also generate and compile information about you. Personal data and other information provided by you or generated and compiled by us about you from time to time is collectively referred to as "Your Information".

Use of Your Information

We may use Your Information for one or more of the following purposes from time to time:

- (i) providing and processing applications or requests for services, activities and facilities, including but not limited to handling of donation, applications for conservation or education programmes and activities, and applications for Friends of the Foundation Membership, operation of our website and matters relating to the administration, management, operation and maintenance of the same;
- (ii) communicating with you, including but not limited to responding to your requests for information, services, activities and facilities;
- (iii) designing and offering contests, games, lucky draws, promotions, surveys and/or events;
- (iv) enabling you to send e-mails, e-cards of preferred pages from our website to friends;
- (v) marketing products, services, activities, facilities and other subjects (please see further details in "Use of Your Information in Direct Marketing" section below and you may opt out from receiving marketing information);
- (vi) tailoring your experience at our website, showing content of interest, displaying the content according to your preferences by use of demographic information which is shared with advertisers on an aggregate basis (without revealing the identity of individual user of our website);
- (vii) diagnosing problems with our server and administering our website by use of your Internet Protocol address;
- (viii) conducting internal statistical research and analysis;
- (ix) making disclosure when required by any law, court order, direction, code or guideline applicable in or outside Hong Kong;
- (x) investigating and handling complaints or cases involving OPCFHK, or any of our guests, donors or website users; and
- (xi) preventing, detecting or investigating suspicious or illegal activities.

If personal data is to be displayed after collection, e.g. in announcing contest winners details, due care will be given to anonymize it and to advise you in advance.

Disclosure of Your Information

We value all personal information received and do our best to maintain its privacy. Except with your prior consent or as required by law, we will not transfer or disclose Your Information to any third party except that we may transfer or disclose Your Information in or outside Hong Kong as stated below (and we will not transfer Your Information to another party for it to use in direct marketing):

- (i) our subsidiaries, associated companies and/or business associations;
- (ii) any personnel, agent, adviser, auditor, contractor or service provider who provides services or advice to us in connection with our operations as required to enable us to provide, or assist us in providing, the services, activities or facilities you have requested;
- (iii) if you consent or do not object to our use of Your Information in direct marketing (please see further details in "Use of Your Information in Direct Marketing" section below), our marketing communications and operations partners with whom we share information for the purpose of providing you with special offers and information;
- (iv) any person under a duty of confidentiality to us; and
- (v) any person to whom we are required to make disclosure under any law, court order, direction, code or guideline applicable in or outside Hong Kong.

You should note that as we have no control over the acts of any third party that is not our agent (e.g. any governmental agency to whom we are required to disclose Your Information), the privacy protection stated in this Statement ceases to apply to any information which has been disclosed to such a third party in accordance with this Statement. We endeavour to deal only with responsible third parties but assume no responsibility for the privacy protection provided by such third parties.

Use of Your Information in Direct Marketing

We are allowed to use Your Information in direct marketing only if you consent or do not object. In connection with direct marketing, we intend:

- (i) to use your name, contact details, customer profiling information, donation record, and services, products and activities portfolio information collected, compiled, generated or held by us from time to time; and
- (ii) to market and promote the products, services, activities, facilities, education programmes, contests, games, lucky draws, promotions and/or events relating to OPCFHK or our business associations and partners, including:

- our Friends of the Foundation Membership benefits and other offerings
- family, educational or recreational activities
- news and updates on OPCFHK
- special events, charity events or special programmes
- wildlife and environmental conservation
- survey; and

products and services provided by our business associations and partners include:

- airline and transportation services
- travel services and products
- food and beverages
- household products
- personal care products
- telecommunications and related products and services
- books and other printed materials
- audio and visual products
- education, toys and children goods and services
- leisure products
- sporting products
- beauty products and services
- fashion and apparel
- flowers and hampers
- banking, financial and insurance products
- watches and jewellery
- computers, electronic products and games
- cars and related products and services
- internet and social media services
- real estate property
- shopping malls
- supermarkets and convenience stores
- museums, cultural centres, cinemas and other venues and related programmes, exhibitions, shows and entertainment
- hotel accommodation and hospitality
- vouchers, coupons and gift cards
- charity events

If you do NOT wish us to use Your Information in direct marketing, please tick (✓) the box in the form or inform OPCFHK via telephone to exercise your opt-out right. You may also write to us at the address below, call us at (852) 3923 2217 or contact us via the contact information provided in our direct marketing materials to opt out from direct marketing at any time.

Data Access and Correction

You are entitled to access any personal data we hold about you, and if applicable to correct or update it. You also have the right to request details of our privacy policy and the types of personal data we hold.

If you wish to exercise any such right, please send an e-mail to our Membership Officer at opcf@oceanpark.com.hk or write to:

Membership Officer
Ocean Park Conservation Foundation, Hong Kong
Ocean Park, Aberdeen, Hong Kong
Telephone : (852) 3923 2217
Facsimile : (852) 2553 5840

香港海洋公園保育基金（「保育基金」或「我們」）收集個人資料聲明

我們為了下列理由在此收集閣下的個人資料，並以此聲明及保育基金的個人資料私隱政策聲明中所列明的指引及原則，處理及持有該等資料。該等指引及原則廣泛適用於我們持有的資料。我們力圖充分遵守香港法例第486章個人資料（私隱）條例的條文。

我們提供此聲明以表明我們對保護閣下私隱的堅定承諾及披露我們收集及移轉資料的慣常做法。

收集方式

我們主要透過請求閣下填寫表格或問卷直接收集個人資料，亦會為提供閣下要求的服務、活動或設施收集個人資料。

我們亦可能收集有關閣下的互聯網協定地址、瀏覽器類型、域名及瀏覽時間的資料。

可能被收集的個人資料

我們為提供服務、活動及設施，視乎所提供的服務、活動及設施的性質，需要閣下不時向我們提供不同種類的個人資料。我們收集的個人資料可能包括（但不限於）閣下的姓名、年齡、稱謂、職位、地址、聯絡號碼（包括流動電話及傳真號碼）及電郵地址。該等個人資料亦可能關於閣下要求的資訊、服務、活動或設施有關的其他人士，例如閣下子女或其他家庭成員的個人資料。閣下可自行選擇提供個人資料或任何資料，但若未能提供我們所需的個人或其他資料，可能會導致我們無法處理閣下的要求或提供閣下要求的服務、活動及設施。

我們提供的某些教育或其他課程或活動為團體活動，參加者有機會被我們的攝影師、該等活動的其他參加者拍攝。該等活動的每位參加者因此必須無條件同意在活動過程中被我們的攝影師或其他參加者拍攝。參加者遞交參加有關活動的申請表格即代表其接受此條件。

我們亦可能產生及編制有關閣下的資料。閣下提供的或我們不時產生及編制有關閣下的個人資料及其他資料統稱為「閣下資料」。

使用閣下資料

我們可能不時使用閣下資料作下列一個或多個用途：

- (i) 提供服務、活動及設施及處理有關的申請或要求，包括但不限於處理捐款、參加教育或保育活動及教育課程的申請或「基金之友」會籍的申請、運作我們的網站及有關的行政、管理、運作及維修事宜；
- (ii) 與閣下溝通，包括但不限於回應閣下對資訊、服務、活動及設施的要求；
- (iii) 設計及提供比賽、遊戲、抽獎、推廣、意見調查及節目；
- (iv) 使閣下能夠從我們的網站向朋友發送有關所選網頁的電郵或電子賀卡；
- (v) 促銷產品、服務、活動、設施及其他標的（詳情請參閱以下「在直接促銷中使用閣下資料」部分，閣下可選擇不接收促銷資訊）；
- (vi) 訂制閣下於我們網站的體驗、顯示閣下感興趣的內容、利用與廣告商（在不透露我們網站的個人用戶的身份的基礎上）綜合分享的人口數據根據閣下的喜好顯示內容；
- (vii) 診斷我們伺服器出現的問題及使用閣下的互聯網協定地址管理我們的網站；
- (viii) 進行內部統計研究及分析；
- (ix) 在香港境內或境外適用的任何法律、法院命令、指令、守則或指引要求下作出披露；
- (x) 調查及處理涉及保育基金，或我們的任何客人、捐贈者或網站使用者的投訴或個案；及
- (xi) 預防、偵測或調查可疑或非法活動。

若個人資料將於收集後被顯示，例如宣布比賽獲獎人士詳情，我們將適當地把資料匿名並預先告知閣下。

披露閣下資料

我們重視接收到的所有個人資料並盡力保持其私隱。除非閣下事先同意或法律要求，我們並不會向任何第三方轉移或披露閣下資料，唯我們可能如以下所述於香港境內或境外轉移或披露閣下資料（而我們並不會向另一方轉移閣下資料以供其在直接促銷中使用）：

- (i) 我們的附屬公司、聯營公司及/或商業夥伴；
- (ii) 就我們的運作向我們提供服務或意見（使我們能夠提供或協助我們提供閣下要求的服務、活動或設施）的任何人員、代理人、顧問、核數師、承包商或服務供應商；
- (iii) 若閣下同意或不反對我們在直接促銷中使用閣下資料（詳情請參閱以下「在直接促銷中使用閣下資料」部分），我們與其分享資料以向閣下提供特別優惠及資訊的促銷傳訊及營運夥伴；
- (iv) 對我們有保密責任的任何人士；及
- (v) 我們根據香港境內或境外適用的任何法律、法院命令、指令、守則或指引要求需要向其作出披露的任何人士。

因我們無力控制非我們代理人的任何第三方（例如我們需要向其披露閣下資料的任何政府機構）的行為，閣下應留意此聲明內所載列的私隱保障並不適用於根據此聲明向該等第三方披露的任何資料。我們會盡量只跟負責任的第三方往來，但我們對該等第三方所提供的私隱保障並不負責。

在直接促銷中使用閣下資料

除非閣下同意或不反對，我們方可在直接促銷中使用閣下資料。

就直接促銷，我們有意：

- (i) 使用我們不時收集、編制、產生或持有的閣下姓名、聯絡詳情、客戶分析資料、捐款紀錄及服務、產品及活動組合資料；及
- (ii) 促銷及推廣有關保育基金或我們的商業及合作夥伴的產品、服務、活動、設施、教育課程、比賽、遊戲、抽獎、推廣及/或項目，包括：
 - 我們的「基金之友」會員福利及優惠
 - 親子、教育或康樂活動
 - 保育基金的消息及資訊
 - 節日或慈善活動或特別節目
 - 野生動物及環境保育
 - 意見調查；及

我們的商業及合作夥伴提供的產品及服務包括：

- 航空及交通運輸服務
- 旅遊服務及產品
- 餐飲
- 家居用品
- 個人護理產品
- 電訊及相關產品及服務
- 書刊及其他印刷品
- 影音產品
- 教育、玩具及兒童商品及服務
- 消閑產品
- 運動用品
- 美容產品及服務
- 時裝及服裝
- 鮮花及禮物籃
- 銀行、金融及保險產品
- 鐘錶及首飾珠寶
- 電腦、電子產品及遊戲
- 汽車及相關產品及服務
- 互聯網及社交媒體服務
- 房地產
- 購物中心
- 超級市場及便利店
- 博物館、文化中心、戲院及其他場所及相關節目、展覽、表演及娛樂
- 酒店住宿及款待
- 現金券、優惠券及禮品卡
- 慈善活動

如閣下不欲我們在直接促銷中使用閣下資料，煩請在表格中的方格內加上剔號(√)或通知我們行使閣下選擇不接受直接促銷的權利。閣下亦可在任何時候致函下列地址、致電（852）3923 2217或按直接促銷資訊中提供的聯繫方式聯絡我們選擇不接受直接促銷。

查閱及改正資料

閣下有權查閱及（如適用）改正或更新我們持有的有關閣下的任何個人資料。閣下亦有權要求獲悉我們的私隱政策及我們持有的個人資料種類的詳情。

如閣下希望行使任何該等權利，煩請向我們的會籍主任發送電郵至 opcf@oceanpark.com.hk或致函下列地址：

會籍主任
香港香港仔海洋公園 香港海洋公園保育基金
電話：(852) 3923 2217 傳真：(852) 2553 5840