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livi bank receives Gold Certificate at Privacy-Friendly Awards 2021 highlighting leading privacy protection standards

livi bank is delighted to announce it has received the “Privacy-Friendly” Gold Certificate from the inaugural [Privacy-Friendly Awards 2021](#) organised by the Office of the Privacy Commissioner for Personal Data, Hong Kong (“PCPD”). This award serves as a testament to **livi’s** high privacy protection standards.

The Gold Certificate, representing the top category of the Awards, is presented to organisations that have completed at least four out of the five “Privacy Protection Measures” set by the PCPD.

“It is an honour for all of us at **livi** to receive this accolade,” said **David Sun, CEO of livi**.

“Privacy protection is integral to **livi’s** offering and is something we think and care about every day. As a licensed bank, we have extensive measures in place not just to meet regulatory requirements, but also to meet and exceed the growing public expectations of data privacy and security.”



Spencer Leung, Head of Risk Management at livi (right), receives on behalf of livi the “Privacy-Friendly” Gold Certificate from Ms Ada Chung Lai-ling, Privacy Commissioner for Personal Data.



“In such a fast-evolving industry as virtual banking, we firmly believe that good privacy practices and strong data ethics will help us strengthen customer confidence and trust, echoing our commitment to providing customers with a pleasant and worry-free experience,” David Sun added.

The Privacy-Friendly Awards 2021 recognises organisations’ efforts in promoting the protection of personal data privacy by awarding them with Gold, Silver or Bronze "Privacy-Friendly" Certificates, depending on the number of "Privacy Protection Measures" they have put in place or completed.

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About livi bank www.livibank.com

Hong Kong based, livi bank is backed by BOC Hong Kong (Holdings), JD Technology and the Jardine Matheson Group, which together bring to **livi** a unique range of benefits in terms of financial strength, technological expertise and marketing excellence.

With the goal to foster digital innovation, promote financial inclusion and enhance customer experiences, **livi** brings a unique, brand-new and different banking experience to Hong Kong. Taking an innovative approach, **livi** provides customers with flexible solutions anytime and anywhere and the benefits of ecosystem partnerships that complement their everyday lives.

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