

# Group Privacy Policy

## **Objective**

The Group Privacy Policy sets out the standard of privacy expected to be achieved across our global offices, in order to ensure that Prudential handles personal data in compliance with regulatory requirements and in line with customer and employee expectations.

These minimum standards take into account the legal requirements of the General Data Protection Regulation and the principles in the OECD and APEC privacy frameworks.

Where a Business Unit is subject to data protection laws and regulations that require a higher standard of privacy compliance than the requirements set out in the Privacy Policy, the higher standard must be complied with by the relevant Business Unit.

## **Principles**

The key principles of the privacy policy consist of lawfulness, transparency, security, purpose limitation, data retention, breach handling and data minimisation.