



THE RARE CORNER

Privacy Policy

Last updated: July 2026

The Rare Corner respects your privacy and is committed to protecting your personal data in accordance with the Personal Data (Privacy) Ordinance (Cap. 486) of Hong Kong (the “Ordinance”). This Privacy Policy explains what personal data we collect, how and why we use it, with whom we share it, how long we keep it, and the rights available to you.

This policy applies to personal data we collect through therarecorner.com, through our forms, and in the course of our dealings with you. By using the Website or providing us with your personal data, you acknowledge the practices described here.

1. Who We Are

The Rare Corner is the data user responsible for the personal data collected through the Website. For any privacy matter, you may contact us at enquiries@therarecorner.com.

2. Personal Data We Collect

Information you provide directly: your name and title; email address; telephone and WhatsApp number; shipping and billing addresses; and the contents of any enquiry, consignment, quotation, servicing, or contact form you submit.

Account information: if you create an account, your login credentials (stored securely), saved addresses, wishlist, reservations, communication preferences, and consent choices.

Transaction information: records of pieces you enquire about, reserve, or purchase, and related correspondence.

Technical information: collected automatically through analytics — such as pages viewed, approximate location derived from IP, device and browser type, and general usage patterns — to help us understand and improve the Website. We do not use advertising or third-party marketing trackers.

3. Information You Provide About Others

If you provide us with personal data about another person — for example, when you ask us to deliver a piece as a gift to a different recipient — you confirm that you are entitled to provide it and, where required, that they have agreed to our using it as described in this policy. Please make sure the other person is aware that you have shared their data with us and of how we will use it.

4. How We Use Your Personal Data

We use your personal data to: respond to your enquiries and correspondence; process, fulfil, and deliver orders; manage reservations, consignments, servicing, and valuations; operate and maintain your account; authenticate

you and keep the Website secure; comply with our legal, accounting, and record-keeping obligations; and improve the Website and our services.

Where you have given consent, we may send you news of new arrivals, editorial features, and events, or occasional tailored recommendations based on your interests. You may withdraw this consent at any time, without affecting the lawfulness of processing before withdrawal.

5. Legal Basis for Processing

We process personal data as necessary to perform our contract with you (or take steps at your request before entering into one); to comply with our legal obligations; for our legitimate business interests in operating and improving a secure, well-run business, provided these do not override your rights; and, for marketing communications, on the basis of your consent.

6. Direct Marketing

We will only use your personal data for direct marketing where you have consented. In accordance with the Ordinance, you may at any time request that we cease using your personal data for direct marketing, without charge, by contacting us at enquiries@therarecorner.com or by using the unsubscribe mechanism in any marketing message.

7. Disclosure of Your Personal Data

We do not sell your personal data. We may share it with trusted third parties who provide services on our behalf — such as shipping and logistics couriers, payment processors, and IT and hosting providers — who are permitted to use it only for the purposes we specify and are required to protect it.

We may also disclose personal data where required to do so by law, by a court or regulator, or to establish, exercise, or defend our legal rights, or to prevent fraud.

8. Transfers of Personal Data

Where fulfilling your order or providing our services requires transferring personal data outside Hong Kong (for example, to an overseas shipping destination), we take reasonable steps to ensure it continues to be protected consistently with this policy and applicable law.

9. Retention

We keep personal data only for as long as necessary for the purposes for which it was collected, including to satisfy any legal, accounting, tax, or reporting requirements, and to resolve disputes or enforce our agreements. When personal data is no longer required, we take reasonable steps to erase or anonymise it.

10. Security

We take reasonable and appropriate technical and organisational measures to protect your personal data against unauthorised or accidental access, processing, loss, or use. Please note that no transmission over the internet can be guaranteed to be completely secure; while we work to protect your information, any transmission is at your own risk.

11. Your Rights

Under the Ordinance, you have the right to: ascertain whether we hold your personal data and request access to it; request correction of any inaccurate personal data; be informed of the kinds of personal data we hold and our policies and practices; and withdraw any consent you have given.

To exercise any of these rights, contact us at enquiries@therarecorner.com. We may charge a reasonable fee for complying with a data-access request, as permitted by the Ordinance, and may need to verify your identity before responding.

12. Cookies

The Website uses cookies as described in our Cookie Policy, which forms part of this Privacy Policy.

13. Children

The Website is not directed at children, and we do not knowingly collect personal data from anyone under 18. If you believe a minor has provided us with personal data, please contact us and we will take appropriate steps to delete it.

14. Changes to This Policy

We may update this Privacy Policy from time to time. The current version is always published on the Website, with the date of the latest update shown above.

15. Contact

For any privacy matter, including data-access or correction requests or to withdraw consent, contact us at enquiries@therarecorner.com.