

Privacy policy from BRITA GmbH

Our Data Privacy Principles

The protection and security of your personal data are prime concerns of BRITA GmbH, Heinrich-Hertz-Str. 4, 65232 Taunusstein, Germany handling your data in a responsible manner is a matter of course for us. Therefore, when collecting and using your personal data, we will strictly observe the provisions of data privacy law, in particular, the provisions of the German Federal Privacy Policy Act (*BDSG*) and of the German Telemedia Act (*TMG*).

Furthermore, it is important to us that you always know what personal data is collected when you visit our website or make use of our services and offers and how such data will be used. The following information serves to inform you in detail how your personal data is collected and used, as well as how we protect your personal data from manipulation, loss, destruction or misuse.

Collection and Use of Personal Data

Personal data is any data which makes it possible to identify your person, e.g., your name, your address, your telephone number or your email address. We will only collect and use personal data where this is permitted by law or if you have given your prior consent.

The collection of your personal data serves to allow you to use the services and offers of BRITA GmbH and to enable us to handle your orders. We collect personal data in particular for the following purposes:

Contact: We will collect and use the contact information which you voluntarily disclose to us (e.g., your name, your email address and, as the case may be, your telephone number) to respond to requests for contact which you make using the contact form or email. You are free to decide whether you wish to give us any information and, if so, what information.

Opening a customer account: We will collect and use the information required for registration as well as the data communicated within this context (e.g., name, address, telephone number, email address) for the purpose of opening your customer account. As a registered customer, you can access your personal customer account by entering a user name and password; after accessing your personal customer account, you can, among other things, select your personal settings and make changes to your address. Your registered data will additionally be used within the scope of orders. You can revoke the registration for your customer account at any time.

We at BRITA GmbH would like to use your data to provide you with promotional information about our products. At the same time, we would like to also enable other BRITA companies to use such data for promotional purposes. However, we will only use your data for promotional purposes within our group of companies if you give us your prior consent. If you wish to consent to us using your data for promotional purposes, you can do so at those places on our website where personal data is asked for. You can revoke your consent at any time in the future, either by email or by letter addressed to us. Data used for promotional purposes may be passed on to service providers (e.g., print shops, letter shops), but only for the performance of the respective contract.

Your personal data will only be provided to third parties within the scope of the aforementioned purposes. In all other cases, your personal data will not be disclosed to any third party without your prior consent, unless we are required to do so by court order or by order of public authorities. BRITA GmbH does not intend to sell or otherwise market your personal data to third parties.

Games of Chance

Privacy policy: We and our service providers use your data initially for execution of the game of chance. We use your data in addition for client analyses and purposes of postal advertising. If you wish to object to this or to withdraw a given consent, please write to BRITA GmbH, Heinrich-Hertz-Str. 4, 65232 Taunusstein, Germany, reference: privacy policy, or send an email to datapolicy@brita.net.

Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses "cookies", which are text files that are stored on your computer and that enable your use of the website to be analysed. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA, where it is stored. However, if IP anonymisation has been activated on this website, Google will shorten IP addresses within member states of the European Union or other countries which are party to the Agreement on the European Economic Area before the information is transmitted. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and then shortened. On behalf of the owner of this website, Google will use this information to analyse your use of the website, compile reports on the website activity and provide the website owner with additional services relating to Internet and website usage. The IP address provided by your browser as part of Google Analytics is not merged with other data from Google. You can prevent cookies from being stored by adjusting the appropriate settings on your browser software. However, we must point out that in this case you may not be able to make full use of all of the features of this website. You can also prevent the detection of cookie-generated data related to your use of the website (including your IP address) by Google, and the processing of this data by Google, by downloading and installing the browser plug-in from the following link <https://tools.google.com/dlpage/gaoptout?hl=uk>

Server Log Data and Cookies

Whenever you visit our web pages, the data of your visit (such as the date and time of your visit, the pages accessed, as well as your web browser's type and operating system) will be stored temporarily in a log file. Storing such so-called server log data is absolutely necessary both for technical reasons and to ensure system security. Such data will be evaluated on an anonymous basis, and only for statistical purposes and for the purpose of improving the quality of our internet presence, by the service providers commissioned by us. No server log data will be associated with the personal data of a particular individual. In particular, no server log data will be combined with other data sources.

With a view to organizing our internet presence in a user-friendly manner and adjusting it as best as possible to your needs, we use cookies in some of the areas. "Cookies" are small text files which are stored locally on the hard disk of your computer, where they are kept available for subsequent retrieval; such cookies facilitate the use of our online offers.

As follows you find the cookies including a description which are in use on the BRITA GmbH website:

Cookie name	Description
ctSession, JSessionId	These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. These cookies also allow the website to remember choices you make [such as your username, language or the region you are in] and provide enhanced, more personal features. The information these cookies collect is anonymised and they cannot track your browsing activity on other websites. Cookies within this category will be stored for a browser session only.
WT_FPC, Ed_c_s, Ed_c_l, AdTraxx	These cookies are used to deliver adverts more relevant to you and your interests. They could also be used to limit the number of time you see an advertisement as well as help measure the effectiveness of the advertising campaign. Cookies used for statistical evaluations of this category will be stored for the duration with a maximum of 90 days.

If you want to **express your consent or objection to Cookies** you may set your web browser to notify you when you receive a cookie or to disable cookies altogether. Our website may not function properly as a consequence.

The following links provide specific information about the most commonly used browser:

Internet Explorer: <http://support.microsoft.com/gp/cookies/en>

Mozilla Firefox: <http://support.mozilla.com/en-US/kb/Cookies>

Google Chrome:

<http://www.google.com/support/chrome/bin/answer.py?hl=en&answer=95647>

Safari: <http://docs.info.apple.com/article.html?path=safari/3.0/en/9277.html>

Opera: <http://www.opera.com/browser/tutorials/security/privacy/>

Security

At BRITA GmbH we take the security of your data very seriously. As a rule, any personal data exchanged between you and BRITA GmbH will be transferred via encrypted state-of-the-art connections.

We take technical and organizational security measures in order to prevent your personal data administered by us from being accidentally or deliberately manipulated, lost or accessed by unauthorized persons. Our data processing and our security measures are continuously improved in line with technological developments.

Our members of staff have, of course, given an undertaking to maintain the data secrecy pursuant to Sec. 5 Federal Privacy Policy Act (BDSG).

Retention of Data

Your data will be retained for as long as is necessary for the performance of our services or for as long as we have a statutory or legal duty to retain your data.

Revoking Your Consent

You can revoke any given consent to the collection and use of your data as well as any registration at any time in whole or in part with effect for the future. In this case, we will promptly delete your data to the extent requested or block your data from further use. For this purpose, please send an according notice to the address given below. For this purpose, please send a letter to BRITA GmbH, Heinrich-Hertz-Str.4, 65232 Taunusstein, Germany or an email to the address: datapolicy@brita.net.

Information

If you have any queries concerning the collection and use of your personal data by BRITA GmbH, we will be glad to inform you at any time promptly and free of charge of the data which we have stored with respect to your person. Should you want your data to be corrected, blocked or deleted, or should you have any complaints, need any information or have general questions regarding privacy policy, we will also be glad to help. For this purpose, please send a letter to BRITA GmbH, Heinrich-Hertz-Str.4, 65232 Taunusstein, Germany or an email to the address: datapolicy@brita.net.

Changes

The contents of the present Data Privacy Policy need to be adjusted from time to time. We therefore reserve the right to modify this Policy at any time. We will publish the modified version of this Data Privacy Policy in the same place. Therefore, the next time you visit us you should read the Data Privacy Policy again.

If you have questions or comments, please don't hesitate to contact: BRITA GmbH, Heinrich-Hertz-Str.4, 65232 Taunusstein, Germany or an email to the address: datapolicy@brita.net.

As of December 2012

BRITA GmbH 的隱私權政策

我們的資料隱私原則

保護您的個人資料安全，是 BRITA GmbH (地址：Heinrich-Hertz-Str. 4, 65232 Taunusstein, Germany) 的首要考量，我們會以負責態度謹慎處理您的資料。因此，蒐集與使用您的個人資料時，我們會恪守資料隱私法律條款，尤其嚴加遵守 German Federal Privacy Policy Act (*BDSG*) 與 German Telemedia Act (*TMG*) 的相關規定。

此外，我們一定會讓您知道造訪我們的網站或利用我們的服務及優惠時，我們蒐集了哪些個人資料，以及此類資料的使用方式。下列資訊是為了讓您詳細瞭解我們如何蒐集並使用您的個人資料，以及如何保護您的個人資料，以免資料遭竄改、遺失、銷毀或濫用。

個人資料的蒐集與使用

個人資料是可能用來辨識您個人身分的任何資料，例如您的姓名、地址、電話號碼或電子郵件地址。我們只會蒐集並使用法律允許、或您事先同意提供的個人資料。

蒐集您的個人資料可讓您使用 BRITA GmbH 的服務及優惠，並讓我們處理您的訂單。我們蒐集個人資料是為了下列目的：

聯絡：我們會蒐集並使用您自願透露給我們的聯絡資訊 (例如您的姓名、電子郵件地址，也有可能是電話號碼)，回應您使用聯絡單或電子郵件送出的聯絡要求。您可以自由決定是否要提供我們相關資訊，以及要提供何種資訊。

開設客戶帳號：我們會蒐集並使用註冊所需的資訊以及通訊資料 (例如姓名、地址、電話號碼及電子郵件地址)，以便為您開設客戶帳號。註冊的客戶輸入使用者名稱及密碼後，即可存取個人客戶帳號；存取您的個人客戶帳號後，您可以選擇個人設定並變更地址。此外，我們會在訂單適用用途中使用您的註冊資料。您可以隨時撤銷您註冊的個人客戶帳號。

BRITA GmbH 希望可以使用您的資料，提供產品促銷資訊。同時，我們也想讓其他 BRITA 公司使用此類資料作為促銷用途。但如果您事先同意提供資料，我們只會在公司集團內的促銷活動使用您的資料。如果您同意我們使用您的資料作為促銷用途，您可以在網站要求使用您的個人資料時選擇同意。您也可以將電子郵件或實體郵件寄給我們，隨時撤銷同意我們使用您的個人資料。用於促銷目的的資料可能會傳達給服務供應商 (例如印刷廠、發信廠商)，但僅限用於履行相關合約之目的。

我們只會在上述目的的範圍內提供您的個人資料給第三方。其他狀況下除非有法院命令或公家機關要求我們提供相關資料，否則未經您事先同意我們不會洩漏您的個人資料。BRITA GmbH 不會將您的個人資料販賣或銷售給第三方。

機會遊戲

隱私權政策：我們與我們的服務供應商僅會使用您的資料執行機會遊戲。我們也會使用您的資料進行客戶分析，以及寄送廣告郵件。如果您不同意我們使用資料，或想撤銷之前的同意書，請寄信到：BRITA GmbH, Heinrich-Hertz-Str. 4, 65232 Taunusstein, Germany, 收件人：privacy policy, 或傳送電子郵件至：datapolicy@brita.net。

Google Analytics

此網站使用 Google Analytics，這項網頁分析服務是由 Google Inc. (簡稱「Google」) 提供。Google Analytics 使用「Cookie」運作。Cookie 是儲存在電腦上的文字檔案，可以分析您使用網站的模式。您使用此網站所產生的 Cookie 相關資訊通常會傳輸到位於美國的 Google 伺服器，並儲存於該伺服器。但是，如果啟用了此網站的 IP 匿名功能，Google 會針對歐盟會員國或其他遵守歐洲經濟區協定的國家先縮短 IP 位址，再傳輸資料。Google 只有在例外情況下，才會先將完整 IP 位址傳輸到美國的 Google 伺服器再縮短 IP 位址。Google 將代表網站的擁有者，使用這項資訊分析您對網站的使用模式、彙整網站活動報告，並為網站擁有者提供網際網路與網站使用模式的相關服務。您瀏覽器提供的 IP 位址是 Google Analytics 一部分，不會與 Google 的其他資料合併。您可以調整瀏覽器軟體上的相關設定，防止系統儲存 Cookie。但我們必須指名於上述情況下，您可能無法使用此網站的所有功能。您也可從下列連結下載並安裝瀏覽器外掛程式：<https://tools.google.com/dlpage/gaoptout?hl=uk>，藉此防止 Google 偵測與網站使用模式相關的 Cookie 資料 (包括 IP 位址)，並防止 Google 處理此類資料。

伺服器記錄資料與 Cookie

當您造訪我們的網頁時，您的造訪資料 (例如造訪的日期與時間、存取的頁面，以及瀏覽器類型和作業系統) 會暫時儲存在記錄檔中。基於技術原因且為了確保系統安全，我們有必要儲存此類所謂的伺服器記錄資料。我們會匿名評估此類資料，並僅用於統計，藉此改善我們的網際網路服務品質 (由我們委託的服務供應商提供的網際網路服務)。伺服器記錄資料不會與特定個人的個人資料產生關聯。伺服器記錄資料尤其不會與其他資料來源結合。

我們為了以更體貼使用者的方式整合在網際網路上的服務，並盡量調整網站來滿足您的需求，我們會在某些領域使用 Cookie。「Cookie」是儲存在電腦本機硬碟的小型文字檔案，方便系統後續擷取使用；此類 Cookie 可以協助您使用我們的線上內容。

您可以下方找到 BRITA GmbH 網站使用的 Cookie，包括：

Cookie 名稱	說明
ctSession、JSessionId	此類是必要 Cookie，可讓您瀏覽網站並使用網站功能，例如存取網站的安全區域。此類 Cookie 也可讓網站記住您的選擇 [例如您的使用者名稱、語言及所在地區]，並提供強化、更個人化的功能。系統會以匿名方式處理此類 Cookie 蒐集的資訊，且無法用來追蹤您在其他網站上的瀏覽活動。系統僅會儲存一個瀏覽器工作階段中的此類別 Cookie。

WT_FPC 、 Ed_c_s、 Ed_c_l、 AdTraxx	此類 Cookie 用來傳遞與您及您的喜好更相關的內容， 也可以用來限制您看到廣告的時間， 並協助評估廣告活動的成效。此類別中作為統計評估的 Cookie 最多會在系統中儲存 90 天。
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如果您想**同意或拒絕使用 Cookie**，您可設定瀏覽器通知您何時接收 Cookie 或完全停用 Cookie。我們的網站可能會因此無法妥善運作。

下列連結提供常用瀏覽器的特定資訊：

Internet Explorer：<http://support.microsoft.com/gp/cookies/en>

Mozilla Firefox：<http://support.mozilla.com/en-US/kb/Cookies>

Google Chrome：
<http://www.google.com/support/chrome/bin/answer.py?hl=en&answer=95647>

Safari：<http://docs.info.apple.com/article.html?path=safari/3.0/en/9277.html>

Opera：<http://www.opera.com/browser/tutorials/security/privacy/>

安全性

BRITA GmbH 非常注重您的資料安全。我們規定必須透過加密的尖端連線技術傳輸您與 BRITA GmbH 交換的任何個人資料。

我們也採取技術與組織安全措施，防止我們管理的個人資料遭受意外或刻意竄改、遺失，或遭未授權人士存取。隨著技術發展，我們的資料處理方式及安全措施會不斷改善。

當然，我們的工作人員會遵守 Sec. 5 Federal Privacy Policy Act (BDSG)，維護您的資料安全。

資料保存

為了我們的服務效能，或者在我們有法定義務保留您的資料期限內，我們都會保存您的資料。

撤銷同意

您可以隨時撤銷同意我們蒐集並使用您的資料，也可以隨時撤銷註冊（無論是完全或部分撤銷）。如果您撤銷同意，我們會根據您的要求永久刪除資料，或防止您的資料再度被使用。如果要撤銷同意，請將相關通知寄到下列地址。如果要撤銷同意，請寄信到：
：BRITA GmbH, Heinrich-Hertz-Str.4, 65232 Taunusstein, Germany，或寄電子郵件到：
datapolicy@brita.net。

資訊

如果您對 BRITA GmbH 蒐集與使用的個人資料有疑問，我們樂於免費即時通知您我們儲存了哪些與您相關的個人資料。如果您要修正、封鎖或刪除您的資料，或者您想提出申訴、需要任何資訊或對隱私權政策有一般問題，我們也樂於協助。請寄送到：BRITA GmbH, Heinrich-Hertz-Str.4, 65232 Taunusstein, Germany，或將電子郵件寄到：datapolicy@brita.net。

變更

目前的「資料隱私權政策」內容會不時調整。因此我們保留權利得以隨時修改此政策。我們會在相同地方公佈修改版的「資料隱私權政策」。因此，下次您造訪網頁時請再次閱讀「「資料隱私權政策」」。

如果您有任何疑問或建議，歡迎寄信聯絡：BRITA GmbH, Heinrich-Hertz-Str.4, 65232 Taunusstein, Germany，或寄電子郵件到：datapolicy@brita.net。

從 2012 年 12 月起