

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.

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](mailto:datapolicy@brita.net).

## **Social plug-ins from Facebook**

We use social plug-ins from facebook.com, operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA. These plug-ins can be identified by the Facebook logo or the statement "Facebook social plug-in". By default, these plug-ins are disabled on our pages in order to protect your privacy and your data to our best ability. It is only once you activate a plug-in as a user and therefore consent to communicate with Facebook that the buttons become active and establish this connection. By clicking a second time, you can then submit your recommendation. If you are already registered on Facebook, this is submitted automatically. The Facebook plug-ins can also be activated on a permanent basis: In order to do so, click on the gearwheel icon. This function can also be deactivated again at any time. An activated plug-in establishes a direct connection between your browser and Facebook pages. As this transfer is made directly, BRITA has no knowledge of the data that is transferred. What is transmitted is the fact that you have accessed the corresponding page. If you are logged into Facebook at the same time, this information is allocated to your Facebook account and can therefore be linked to you personally. You can find details on how Facebook handles your personal data and your rights in this regard in the Facebook data protection information (<http://www.facebook.com/about/privacy/>).

## **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 make full use 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](mailto: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](mailto: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](mailto:datapolicy@brita.net).

The privacy statement given here applies only to the website and product registration.

Please note that different privacy policy and terms & conditions are available for the eShop to be accessed on the eShop site at following link:  
<http://store.brita.com.au/pages.php?pageid=3>

As of December 2013