

## **Privacy policy BRITA GmbH, Germany**

In this privacy policy, BRITA GmbH, Heinrich-Hertz-Str. 4, 65232 Taunusstein, Germany, (hereinafter “we”, “us”, “BRITA GmbH”) wishes to inform you as to which of your personal data we gather and use (in other words, process and use) during your visit to our websites.

Personal data refers to any information concerning a certain or identifiable natural person, which you pass on to us or which we receive or collect, such as name and contact details (e.g. address, phone number, email address); information regarding your queries and our business relationship (e.g. orders, payment data), registrations and any participation made with us; information regarding the time, scope and if applicable the place in which you use our websites and other electronic services. We only gather and use personal data to the extent permitted by law or if you have given your prior consent thereto.

### **1. Collection and utilisation of your personal data for benefits and services**

#### **a. Your queries:**

If you address queries to us via a contact form or by email, we collect and use any indications you provide to answer your query.

To the extent necessary to answer your query (for instance, when this concerns a deal or offer from another country) or you have given your consent, we forward your query together with your details to the competent BRITA subsidiary in UK, BRITA Water Filter Systems Ltd., BRITA House, 9 Granville Way, OX26 4JT Bicester, Great Britain.

#### **b. Registering your product:**

If you register the product you have purchased, we collect and use your data in order to record the advantages that are granted to you with product registration (e.g. extension of guarantee, sending of spare parts).

#### **c. Your personal customer account:**

If you register for a personal online customer account on our websites, we collect and use your data in order to set up and manage your customer account, and for the processing of your future orders for our products and services.

As a registered customer you have access (via your email address as user name and a password chosen by you) to your personal online customer account, in which you can set up, amongst other things, your personal preferences for the BRITA online shop and modify your customer data.

You may terminate your registration for a personal online customer account at any time. In this case we delete your personal data, as far as we do not need them to carry out your order, request, etc.

#### **d. Your orders:**

We collect and use the personal data from your orders (such as name, address, phone number, email address, payment information including credit card numbers and/or bank account no. and sort code, depending on the chosen payment method, delivery modes, order information) for the purpose of processing orders, delivering goods and processing payments. For this reason, we also pass on this data to third parties engaged by us for order processing (for example shipping companies or credit institutes).

#### **e. Taking part in competitions:**

If you take part in one of our competitions, we use your details in order to hold the competition, in particular also for informing participants of winning, and if applicable for sending a prize. For these purposes we may also involve the competent BRITA subsidiary in UK, BRITA Water Filter Systems Ltd., BRITA House, 9 Granville Way, OX26 4JT Bicester, Great Britain, and may forward the necessary data to the latter.

## **2. Collection and utilisation of your personal data for advertising and product development**

We would also like to use your personal data and/or any ensuing anonymous statistical information in order to inform you about our products and services with regard to water dispensers, water filters and accessories ("BRITA products and services"), and to send you offers and special promotions (advertisement), or to improve our offers and services (customer analyses).

### **a. The type of data we use:**

For the purpose of advertisement and customer analyses, we use (a) your name, title, address, professional and business title and ethnic affiliation, (b) any details saved in addition to this data that we collect from you pursuant to sub-section 1 above, (c) information about your usage of our services (i.e. time, duration, operating system used and any contents considered when retrieving the contents of emails) and also (d) voluntarily provided data that we collect with your consent.

We may also ask your consent (regardless of other consent given to be contacted via a certain type of advertisement) to use your voluntarily provided data. You will partly be asked for voluntary data (which is identified as such) on our forms and websites. It is up to you whether or not to provide such information. If you enter optional information and give your consent, we use this voluntarily provided information together with the other lawfully collected data in order to adapt our information on offers and special promotions for BRITA products and services in the best way possible to you individually. The reason for which any voluntarily provided data is actually used is explained below, and is also shown directly by the respective input fields on the forms:

You can retrieve the explanations by clicking on an identified or otherwise recognisable information field:

- We would like to use your date of birth in order to be able to send you birthday wishes or surprises.
- We would like to record the number of cartridges purchased in order to inform you when it is necessary to replace the cartridges or send you special offers.
- We would like to know where you bought your system for statistical purposes.
- We would like to use the information as to whether you are already a BRITA customer and which system you use, in order to tailor our information, offers and services to the product in your possession.
- We would like to use your main areas of interest for general topics (e.g. well-being, sustainability, sports/activities) in order to tailor our communications better to your interests.

### **b. How we contact you:**

We contact you by e-mail, if you expressly agree, for example, on relative websites, that we may contact you personally by e-mail with information, offers and special promotions for BRITA products and services that are individual tailored to you and your interests and/or usage.

If you are a private individual, we only contact you by phone if you expressly agree that we may contact you personally by phone with regard to BRITA products and services. We also contact our commercial customers (BRITA professionals) by phone with regard to our BRITA products and services if we can legitimately assume that they agree hereto.

We may, to the legally permitted extent, also contact you without further permission, with advertisement by postal mail for our BRITA products and services.

**c. When we engage service providers for advertisement and marketing:**

In compliance with the statutory requirements, we partly engage through order data processing, in other words to take care of the practical realization of advertisement and marketing activities on our behalf, according to our instructions and under our control. This may be, for example, a call centre for phone contacts, printing and letter shops for postal mailings and service providers for sending material by e-mail.

**d. Your rights to object to advertisement**

You may object to the collection and use of your personal data for purposes of advertisement, customer analysis or market research, as well as being contacted in a certain manner, at any time, fully or partially, or if applicable revoke any consent given.

Please make use of any provided functions (such as the unsubscribe function in our e-mails), or send a message accordingly by mail to Brita GmbH, Heinrich-Hertz-Str. 4, 65232 Taunusstein, Germany, with the subject "Data protection policy" or by e-mail to [datapolicy@brita.net](mailto:datapolicy@brita.net).

**3. Server log data, cookies and web analysis**

**a. Server log data**

When you visit our websites, data (such as the date and time of your visit, any pages visited, the type and operating system of the web browser you use, as well as your IP address) is temporarily saved in a protocol file.

This so-called server log data is saved for technical reasons in order to provide the website service, and is subsequently required to ensure the security of the system; the data is deleted after seven days at the latest.

The server log data is subsequently used anonymously for statistical purposes and to enhance the quality of our website by the service providers contracted by us (commercetools GmbH, Adams-Lehmann-Str. 44, 80797 Munich, Germany; and dkd Internet Service GmbH, Kaiserstraße 73, 60329 Frankfurt am Main, Germany).

The server log data is not linked in any way to your personal data or with other sources of personal data.

**b. Cookies**

What are Cookies?

We and our partners use so-called "Cookies" to fashion our website in a most user-friendly way and to enhance the relevance of advertisements for the users of our website. Cookies are small files stored on the user's hard drive. They allow the storage of information for a determinate period of time and the identification of the user's device.

When you visit our website for the first time, the entry page will show information on privacy and respective wording regarding the consent to the use of Cookies. If you continue to use the website and do not actively object to the use of Cookies, such consent will be stored in your browser, so that the information does not have to be repeated on every page of our website. Should the consent be missing in your browser (e.g. if you deleted your browser history) the privacy information will appear again the next time you visit our website.

## What Cookies do we use?

On this website we use two types of Cookies: (1) Cookies required for technical purposes, without which the functionality of our website would be reduced, and (2) optional Cookies for analytics, targeting and advertising purposes:

### Cookies required for technical purposes

These Cookies are indispensable if we want to ensure proper functioning and easy navigation of our website. They allow, e.g., the storage of products in your shopping basket and the progress of the respective order procedure, or offer you the opportunity to search for local retailers selling our products (e.g. by showing a map of your neighbourhood). Such Cookies do not collect any information about you for marketing purposes and do not record the sites you visit when surfing the internet. Instead, these Cookies are specifically set for individual sessions and expire when you leave the website and end the session. A deactivation of this type of Cookies would reduce all or part of the functions of the website.

### Cookies for analytics, targeting and advertising purposes

Analytics Cookies gather general information on how users use a website, e.g. which pages they visit most frequently and whether they receive any error messages from websites. These Cookies do not collect any data that may lead to an identification of the user. All information collected with the aid of such Cookies exclusively serves the purpose to comprehend and improve the functionality and services of the website. This website uses Google Analytics, a web analysis service of Google Inc. ("Google"). The information regarding your usage of this website generated by the use of Google Analytics is transmitted to and stored on a Google server in the US. However, due to the activated IP anonymisation on this website, Google will previously abbreviate your IP address within the member states of the European Union and in other contracting states under the Agreement on the European Economic Area.

Targeting and advertising Cookies are used to better customise advertisements to your interests. They limit the number of times the same advertisement is shown to you, evaluate the efficacy of an advertising campaign, and analyse how the viewing of a certain advertisement influences the conduct of individual users. Such Cookies are usually placed by advertising networks with the consent of the respective website operator (in this case us). They register a user's visit of the website and either pass such information on to other entities, e.g. advertising companies, or directly adapt advertisements accordingly. Frequently, they are linked to certain website functions provided by such third companies. We use these Cookies to create a link to social networks, which in turn may use the information on your use of the website to customise advertisements on other websites to your interests, and also to provide the advertising networks used by us with information about your visit so that, based on your browsing behaviour, you will be shown exactly such advertisements as may potentially interest you.

A deactivation of this type of Cookies does not reduce the functionality of our website. The Cookies of this type presently used by us are offered by the following providers, to whom you may refer for information on description of the respective Cookies or if you wish to object to their use:

Tool	Provider's privacy information	Possibility to opt out
Google AdWords	<a href="https://www.google.com/intl/en-GB/policies/technologies/ads/">https://www.google.com/intl/en-GB/policies/technologies/ads/</a>	<a href="https://goo.gl/RSxiQU">https://goo.gl/RSxiQU</a>
Google Analytics Remarketing	<a href="https://www.google.com/intl/en-GB/policies/technologies/ads/">https://www.google.com/intl/en-GB/policies/technologies/ads/</a>	<a href="https://goo.gl/RSxiQU">https://goo.gl/RSxiQU</a>
Google Analytics	<a href="https://support.google.com/analytics/answer/6004245?hl=en">https://support.google.com/analytics/answer/6004245?hl=en</a>	<a href="https://tools.google.com/dlpage/gaoptout?hl=en">https://tools.google.com/dlpage/gaoptout?hl=en</a>
Facebook Advertisement Manager	<a href="https://en-gb.facebook.com/privacy/explanation">https://en-gb.facebook.com/privacy/explanation</a>	<a href="https://en-gb.facebook.com/help/568137493302217">https://en-gb.facebook.com/help/568137493302217</a>
DoubleClick	<a href="https://www.google.com/intl/en-GB/policies/technologies/ads/">https://www.google.com/intl/en-GB/policies/technologies/ads/</a>	<a href="https://goo.gl/RSxiQU">https://goo.gl/RSxiQU</a>

If you would rather receive information about these Cookies directly from us, please contact us via email at: [datapolicy@brita.net](mailto:datapolicy@brita.net).

#### How can I deactivate Cookies?

If you wish to generally deactivate analytics, targeting and advertising Cookies, you can easily do so by accessing our Cookies Settings deaktivieren. Alternatively, you may deactivate individual Cookies by clicking on one of the links in the above table (opt out). Finally, you may prevent the use of any Cookies whatsoever by adjusting the settings in your browser accordingly. We wish to point out, however, that in such case the functionality of our website will be reduced if also Cookies required for technical purposes are blocked.

For further information on Cookies and individual providers, you may e.g. refer to [www.youronlinechoices.com](http://www.youronlinechoices.com) where you may also object to usage-based online advertising via certain or any tools. Click here to be forwarded directly to the preferences manager.

## 4. Transmission of data to social networks

### a. Social plug-ins of Facebook

This website uses Social Plug-ins ("Recommended buttons") of the social network of Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). The buttons are identified with a Facebook logo.

To protect your privacy you have to first activate such buttons on our websites; inactive buttons appear in grey. When you do this, your browser establishes a direct connection with the servers of

Facebook. The content of the buttons is transmitted to your browser directly by Facebook and incorporated by the latter in the website.

By incorporating the button, Facebook receives the information that you have called up the respective page of our website, and at what time, in addition to your IP address, details of the browser used, your operating system and the language settings. When you click on the recommended button, your click is transmitted to Facebook (USA) and is used in line with the privacy policy of Facebook.

For details of the purpose and scope of data collection and the processing and use of data by Facebook, as well as your corresponding rights and setting options for the protection of your privacy, please see the information on Facebook: currently available under <http://www.facebook.com/about/privacy/>.

If you have logged into Facebook, Facebook may allocate the visit to our website to your Facebook account. If you do not want this you must log out before your visit.

## **b. Social plug-ins of Twitter**

This website uses so-called social plug-ins (“buttons”) of the social network twitter.com (“Twitter”), operated by Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA. You can recognise the Twitter button by the Twitter logo on our website.

To protect your privacy you have to first activate such buttons on our websites; inactive buttons appear in grey. When you do this, your browser establishes a direct connection with the servers of Twitter. The content of the button is transmitted by Twitter directly to your browser and incorporated by the latter in the website.

We have no influence on the scope of the data that Twitter collects through the button. By incorporating the buttons, Twitter may receive the information that you have called up the respective page of our website, and at what time, in addition to your IP address, details on the browser used, your operating system and the language settings.

When you click on the button, your click is transmitted to Twitter and used by Twitter in accordance with their privacy policy.

For details of the purpose and scope of data collection and the processing and use of data by Twitter, as well as your corresponding rights and setting options for the protection of your privacy, please see the privacy policy of Twitter, currently available under <http://twitter.com/privacy> as well as <https://twitter.com/settings/account>.

If you do not want Twitter to receive data about you through this website, you should not activate the transmission of data to Twitter. If you have logged into Twitter, Twitter can allocate the visit of our website to your Twitter account. If you do not want this you must log out before your visit.

## **5. Security**

We and our service providers take technical and organisational security precautions in order to safeguard your personal data managed by us against accidental or intentional manipulation, loss and destruction, or against access by unauthorised persons. Our data processing systems and security measures are constantly improved to meet the latest technical developments.

When your personal data is transmitted to us, encryption takes place via a Secure Socket Layer (SSL). Personal data that is exchanged between you and us or another company in the BRITA Group is transmitted via encrypted connections corresponding to the current state of technology.

Of course our employees and the service providers we engage are committed to data secrecy.

## **6. Your rights to information, rectification, blockage or deletion**

If you have any questions regarding the collection and use of your personal data by BRITA GmbH, we will be happy to provide you with the information on personal data stored about you at any time and at no charge. You also have the have a right to rectification, blocking or deletion of your personal data, insofar as the legal pre-requisites are met.

Please send any concerns in writing to BRITA GmbH, Heinrich-Hertz-Str. 4, 65232 Taunusstein, Germany, subject "Data protection" or send an e-mail to [datapolicy@brita.net](mailto:datapolicy@brita.net). We reserve the right to verify your identity in order not to allow your personal data from being disclosed to unauthorised persons.

## **7. Changes**

From time to time it is necessary to adapt the content of this data policy. We thus reserve the right to modify this at any time. We will also publish the modified version of the privacy policy here. If you visit us again you should thus read through the privacy policy once again.

As of April 2016