

普兰德隐私保护与跨境政策

BRAND Privacy and Cross-Border Policy

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普兰德（上海）贸易有限公司（以下简称“普兰德”或“我们”）十分重视用户的隐私权，深知个人信息对您的重要性。

BRAND (Shanghai) Trading Co., Ltd. (hereinafter referred to as ‘**BRAND**’ or ‘**we**’) attaches great importance to the privacy of our users and recognizes the importance of your personal information.

我们致力于维持您对我们的信任，全力保护您的个人信息。请在向我们提供个人信息，或与我们建立业务合作关系、开展合作前，仔细阅读并了解本《普兰德隐私保护与跨境政策》（以下简称《隐私政策》），

We are committed to maintaining your trust in us and are fully committed to protecting your personal information. Please read and understand this Prudential Privacy Protection and Cross-Border Policy (hereinafter referred to as the ‘**BRAND Privacy Policy**’) carefully before providing us with your personal information, or establishing a business relationship or cooperation with us.

重点阅读我们**加粗标识**的条款，确保您在充分理解本《隐私政策》之后再开始使用。

Focus on reading our **bolded terms** and make sure you fully understand this Privacy Policy before you start using it.

当您勾选“我已阅读并同意《隐私政策》”或类似选项或按钮，即表示您已了解本政策，并给予相应的授权；就法律法规规定需获得您的单独同意的场合，我们会根据实际情况征求您的单独同意。

By ticking the ‘I have read and agree to the Privacy Policy’ or similar options or buttons, you acknowledge that you have understood this policy and authorized us accordingly; where your separate consent is required by law or regulation, we will seek your separate consent in accordance with the actual circumstances.

尽管各地法律和习俗对儿童的定义不同，但我们将不满 14 周岁的未成年人视为儿童。我们并不向儿童提供服务。如您认为我们可能收集了任何与儿童相关的个人信息，您可以通过本政策中载明的方式联系我们，我们将立即删除相关的个人信息。

Although the definition of a child varies by law and custom from place to place, we consider that under the age of 14 to be a child. **We do not provide services to children.** If you believe that we may have collected any personal information relating to children, you may contact us in the manner set forth in this Policy and we will immediately delete the relevant personal information.

本政策旨在协助您了解：

This policy is intended to assist you in understanding:

一、本隐私政策的适用范围

I. Scope of this Privacy Policy

二、我们如何收集和使用您的个人信息

II. How we collect and use your personal information

三、我们如何共享、转让和公开披露您的个人信息

III. How we share, transfer and publicly disclose your personal information

四、我们如何存储和保护您的个人信息

IV. How we store and protect your personal information

五、您如何访问和管理自己的个人信息

V. How you access and manage your personal information

六、本隐私政策如何更新

VI. How this privacy policy is updated

七、如何联系我们

VII. How to contact us

一、本隐私政策的适用范围

I. Scope of this Privacy Policy

本政策适用于我们、我们的关联公司和我们的授权实体，涵盖我们在开展商业营销过程中收集、存储、使用、加工、传输、提供、公开、删除以及以其他方式处理您的个人信息的行为。我们可能通过以下平台或渠道收集您的个人信息：

This policy applies to us, our affiliates and our authorized entities and covers the collection, storage, use, processing, transmission, provision, disclosure, deletion and other handling of your personal information in the course of conducting our business marketing. We may collect your personal information through the following platforms or channels:

- 我们的官方网站，如“www.brand.com.cn”、“www.vacuubrand.com.cn”等；
- Our official websites, such as ‘www.brand.com.cn’ and ‘www.vacuubrand.com.cn’;
- 我们的官方微信公众号，如“普兰德 BRAND 实验室”微信公众号等；
- Our official WeChat public number, such as ‘Brand Labs’ WeChat public number;
- 我们的官方企业微信，企业名称：普兰德（上海）贸易有限公司；
- Our official corporate WeChat, corporate name: BRAND (Shanghai) Trading Co., Ltd.;
- 我们的其他官方社交账号、邮箱与服务热线；
- Our other official social accounts, emails and service hotlines;
- 我们举办的活动、调研等线下渠道；
- Our offline channels such as events and surveys;

请您注意，除本政策说明的相关信息收集使用活动外，本政策不适用于其他第三方向您提供的服务，第三方提供的服务适用其向您另行说明的个人信息处理规则。

Please note that this policy does not apply to services provided to you by other third parties, except for the information collection and use activities described in this policy, and that services provided by third parties are subject to the rules on the handling of personal information that they have separately explained to you.

二、我们如何收集和使用您的个人信息

II. How we collect and use your personal information

个人信息是指以电子或者其他方式记录的与已识别或者可识别的自然人有关的各种信息，不包括匿名化处理后的信息。敏感个人信息是指一旦泄露或者非法使用，容易导致自然人的人格尊严受到侵害或者人身、财产安全受到危害的个人信

息，包括生物识别、宗教信仰、特定身份、医疗健康、金融账户、行踪轨迹等信息。我们将在本政策中对敏感个人信息以**加粗下划线**标识。

Personal information refers to all kinds of information recorded electronically or by other means relating to an identified or identifiable natural person, excluding anonymized information. Sensitive personal information refers to personal information that, once leaked or illegally used, may easily lead to the infringement of a natural person's human dignity or the endangerment of his or her personal or property safety, including information on biometrics, religious beliefs, specific identities, medical and health care, financial accounts, whereabouts and tracks, and so on. We will identify sensitive personal information in this policy **by bold underlining**.

(一) 个人信息收集和使用场景

(i) Scenarios for the collection and use of personal information

我们在您与我们的互动过程中出于必要的目的收集您的个人信息，若您拒绝提供实现其中某场景所需的个人信息，则无法实现该业务功能。

We collect your personal information for necessary purposes during your interactions with us, and if you refuse to provide the personal information required to fulfil one of these scenarios, that business function cannot be fulfilled.

我们的收集和使用个人信息的清单如下：

A list of our collection and use of personal information is provided below:

业务场景 Business Scenario	处理目的 Treatment Purpose	个人信息处理范围 Scope of Personal Information Processing	收集方式 Collection Methods
账号注册 Account Registration	向您发送我们的产品信息、商业广告信息及您订阅的其他信息 to send you information about our products, commercial adverts and other information to which you have subscribed	姓名、手机号码、(企业) 邮箱、公司(企业) 名称、所在国家与城市、地址 Name, mobile phone number, (business) email address, company (business) name, country and city, address	用户输入/系统账号注册信息同步 Synchronization of user input/system account registration information
报名参加我们举办的线上/线下会	向您发送参会相	姓名、手机号码、(企业) 邮箱、公司(企	用户输入

业务场景 Business Scenario	处理目的 Treatment Purpose	个人信息处理范围 Scope of Personal Information Processing	收集方式 Collection Methods
议或活动 Sign up for our online/offline sessions	关信息 Send information about the conference to you	业) 名称、所在国家与城市, 具体所需信息以会议或活动表单显示为准 Name, mobile phone number, (business) email address, company (business) name, country and city, as shown on the conference or event form.	user input
产品信息咨询、获取产品资料以及 与我们的销售人员联系 Inquire for product information, obtain product literature and contact our sales staff.	为帮助我们的销售代表更好地了解您的需求, 以便尽快与您取得联系 To help our sales representatives better understand your needs so they can get in touch with you as soon as possible	姓名、手机号码、邮箱、公司(企业)名称、感兴趣的产品/解决方案、所在国家与城市、备注信息及您在与我们联系过程中所披露的其他信息 Name, mobile phone number, email address, company (business) name, products/solutions of interest, country and city, comments and other information disclosed by you during the course of your contact with us.	用户输入/系统账号注册信息同步 Synchronization of user input/system account registration information
与我们的客服人员联系 Contact our customer service	与您联系或帮助您解决问题, 或记录相关问题的处理方案及结果 Contact you or help you to solve the problem, or record the	姓名、手机号码、(企业) 邮箱、公司(企业) 名称、公司(企业) 类型、行业属性、工作职能、职位与所在城市	用户输入/系统注册信息同步 Synchronization of user input/system account registration information

业务场景 Business Scenario	处理目的 Treatment Purpose	个人信息处理范围 Scope of Personal Information Processing	收集方式 Collection Methods
	solution and result of the relevant problems	您在与客服联系过程中所披露的其他信息 Name, mobile phone number, (business) email address, company (business) name, company (business) type, industry attributes, job function, title and city Other information disclosed by you in the course of contacting customer service	
获得我们的售后、校准服务 Get our after-sales, calibration service	帮助您解决产品售后问题、提供产品售后、产品校准服务，寄送与市场或者售前售后服务有关材料 Helping you to solve after-sales problems, providing after-sales and product calibration services, sending materials related to marketing or pre-sales and after-sales services.	姓名、电话、邮箱、公司（企业）名称、公司（企业）类型、地址及您在我们联系过程中所披露的其他信息 Name, phone number, email address, company (business) name, company (business) type, address and other information disclosed by you in the course of your contact with us	用户输入/系统注册信息同步 Synchronization of user input/system account registration information
通过邮箱、短信等	为向您推送个性	您通过不同渠道向我	用户输入/系统生

业务场景 Business Scenario	处理目的 Treatment Purpose	个人信息处理范围 Scope of Personal Information Processing	收集方式 Collection Methods
<p>方式向您推送与您相关的产品信息、商业广告信息与活动信息</p> <p>Push the product information, commercial advertisement information and event information related to you through email, SMS and other ways.</p>	<p>化的营销信息</p> <p>To send you personalized marketing messages</p>	<p>们提供的您的个人信息，及您在使用我们的产品或服务中产生的信息（所收集信息的类别和数量取决于您如何使用我们的产品和/或服务）</p> <p>your personal information that you provide to us through different channels, and information generated by your use of our products or services (the type and amount of information collected depends on how you use our products and/or services)</p>	<p>成</p> <p>User input/system generation</p>

具体而言，我们会在以下场景中收集、使用您的如下个人信息：

Specifically, we collect and use the following personal information about you in the following scenarios:

1. 获取我们的产品信息、商业广告信息和您订阅的其他信息：

1. Access to information about our products, commercial adverts and other information to which you have subscribed:

为向您发送我们的产品信息、商业广告信息及您订阅的其他信息，我们需使用您在注册我们的产品或服务时向我们提供的信息，具体而言：

In order to send you information about our products, commercial advertising and other information to which you have subscribed, we need to use the information you provide to us when you register for our products or services, specifically:

(1) 当您注册我们的**官网**时，为实现您的账号注册，您需向我们提供您的姓名、手机号码、（企业）邮箱、公司（企业）名称、所在国家与城市、地址。一般情况下，我们将默认您位于中国。具体所需信息以相关产品或服务注册页面为准。

如您不提供前述信息，我们将无法为您注册相关账号。您所提供信息的完善程度将影响我们向您提供的产品信息与商业信息与您的适配度，但不影响您使用官网基础的功能与服务。

(1) When you register for our **official website**, in order to achieve your account registration, you need to provide us with your name, mobile phone number, (business) email address, company (business) name, country and city, and address. In general, we will default that you are located in China. The specific information required is based on the relevant product or service registration page. If you do not provide the above information, we will not be able to register the relevant account for you. The degree of completeness of the information you provide will affect the product information and business information we provide you with your suitability, but does not affect your use of the basic functions and services of the website.

(2) 当您注册我们的其他产品或服务时，您可能需向我们提供您的姓名、手机号码、邮箱与公司（企业）名称、公司（企业）类型、行业属性、工作职能、职位与所在城市，具体所需信息以相关产品或服务注册页面为准。我们的其他产品或服务账号可能与前述账号关联互通，具体以相关产品或服务注册页面告知为准。

(2) When you register for our other products or services, you may need to provide us with your name, mobile phone number, email address and company (business) name, company (business) type, industry attributes, job function, position and city, the specific information required to the relevant product or service registration page shall prevail. Our other products or services account may be associated with the aforementioned account interoperability, specific to the relevant product or service registration page shall prevail.

2. 报名参加我们举办的线上/线下会议或活动

2. Sign up for our online/offline conferences or events

(1) 当您报名参加相关线上/线下会议或活动时，为实现报名，确认参会人员信息，并向您发送会议或活动相关信息，您需向我们提供您的姓名、手机号码、（企业）邮箱、公司（企业）名称、所在国家与城市，具体所需信息以会议或活动表单显示为准。如您不提供前述信息，您将无法实现会议或活动参与。

(1) When you register to participate in the relevant online/offline conference or event, in order to register, confirm the information of the participants and send you the information related to the conference or event, you need to provide us with your name, mobile phone number, (enterprise) email address, company (enterprise) name, country and city, and the specific information required shall be based on the information shown in the form of the conference or event. If you do not provide the above information, you will not be able to participate in the conference or event.

(2) 我们的部分活动仅面向合作伙伴提供，当您申请参加该活动时，您需向我们提供您的姓名、手机号码、（企业）邮箱、公司（企业）名称、所在国家与城市，采购产品信息以便我们进行审核，从而为您提供参加某项活动的权限。如您不提供前述信息，我们将无法确认您的身份，进而无法为您开通活动权限。

(2) Some of our activities are only available to our partners, when you apply to participate in the activities, you need to provide us with your name, mobile phone number, (business) email address, company (business) name, country and city, purchasing product information in order for us to review, so that we can provide you with access to participate in a particular activity. If you do not provide the above information, we will not be able to confirm your identity, and thus will not be able to provide you with access to the event.

3. 与我们的销售人员/客服人员取得联系

3. Contact our sales/customer service staff

(1) 当您通过我们的官网或其他产品与服务与我们的销售人员联系时，为帮助我们的销售代表更好地了解您的需求，以便尽快与您取得联系，您需向我们提供您的姓名、手机号码、邮箱、公司（企业）名称、感兴趣的产品/解决方案、所在国家与城市及备注信息。如您不提供前述信息，我们将无法确认联系请求的真实性，了解您的需求，并为您匹配合适的销售人员与您取得联系。您还可自主选择提交备注信息（特殊需求等），以便我们更好地了解您的需求。具体所需信息以相关表单显示为准。

(1) When you contact our sales staff through our official website or other products and services, in order to help our sales representatives better understand your needs, so as to get in touch with you as soon as possible, you need to provide us with your name, mobile phone number, email address, company (enterprise) name, products/solutions you are interested in, country and city, and note information. If you do not provide the above information, we will not be able to confirm the authenticity of the contact request, understand your needs, and match you with the right salesperson to get in touch with you. You can also choose to submit notes (special needs, etc.), so that we can better understand your needs. The specific information required is subject to the display of the relevant form.

(2) 当您与我们的企业微信在线人工客服联系时，您可能需向我们提供您的姓名、手机号码、（企业）邮箱、公司（企业）名称、公司（企业）类型、行业属性、工作职能、职位与所在城市及您在与客服联系过程中所披露的其他信息，以便与您联系或帮助您解决问题，或记录相关问题的处理方案及结果，或处理您的投诉与举报。

(2) When you contact our Enterprise WeChat Online Human Customer Service, you may be required to provide us with your name, mobile phone number, (enterprise) email address, company (enterprise) name, company (enterprise) type, industry attributes, job function, position and city, and other information disclosed by you in the course of your contact with the customer service, so that we can contact you or help you solve your problem, or record the handling of the relevant problem Solutions and results, or handle your complaints and reports.

4. 获得我们的售后、校准服务

4. Access to our after-sales, calibration services

当您通过我们的官网、“普兰德 BRAND 实验室”微信公众号或其他产品与服务与我们申请售后、校准服务时，为帮助我们帮助您解决产品售后问题、提供产品售后、产品校准服务，寄送与市场或者售前售后服务有关材料，您需向我们提供您的姓名、电话、邮箱、公司（企业）名称、公司（企业）类型、地址以及其他备用的售后及校准需求。如您不提供前述信息，我们将无法确认售后及校准服务的真实性，了解您的需求，并为您匹配合适的人员与您取得联系。您还可自主选择提交备注信息（特殊需求等），以便我们更好地了解您的需求，如您不提供前述地址信息，我们将无法向您寄送相关资料或提供相关服务。具体所需信息以相关表单显示为准。

When you apply for after-sales and calibration services with us through our official website, 'BRAND Labs' WeChat public number or other products and services, in order to help us help you to solve after-sales problems, provide after-sales and calibration services, and send materials related to marketing or pre-sales and after-sales services, you need to give us You need to provide us with your name, telephone number, email address, company (enterprise) name, company (enterprise) type, address, and other spare after-sales and calibration needs. If you do not provide the above information, we will not be able to confirm the authenticity of the after-sales and calibration services, understand your needs and match you with the right person to contact you. You can also choose to submit notes (special requirements, etc.), so that we can better understand your needs, if you do not provide the aforementioned address information, we will not be able to send you the relevant information or provide relevant services. The specific information required is subject to the display of the relevant form.

5. 通过邮箱、短信等方式向您推送与您相关的产品信息、商业广告信息与活动信息

5. Through the mailbox, SMS and other ways to push your related product information, commercial advertisement information and activity information to you.

为向您提供定制化的、与您相关性更高的、您可能感兴趣的个性化产品和商业广告信息推送，我们可能将通过某些功能所收集的信息用于我们的其他服务。例如，我们会通过自动化、半自动化、非自动化的技术，汇聚处理您通过不同渠道向我们提供的您的个人信息，及您在使用我们的产品或服务中产生的信息（所收集信息的类别和数量取决于您如何使用我们产品和/或服务），以创建您的档案，并根据您的授权，基于特征标签进行间接人群画像并提供更加精准和个性化的服务和内容。如基于您提供的行业属性，向您推送特定行业相关的信息。您可以通过便捷方式撤回您的同意。

In order to provide you with customized, more relevant and personalized product and commercial advertisements that may be of interest to you, we may use the information collected through certain features for our other services. **For example, we may aggregate the processing of your personal information that you provide to us through different channels and information generated by your use of our products or services (the type and amount of information collected depends on**

how you use our products and/or services) through automated, semi-automated and non-automated technologies in order to create a profile of you and, based on your authorization, to perform indirect crowd profiling based on feature labels and to provide more accurate and personalized services and content. For example, to push industry-specific information to you based on the industry attributes you provide. You can withdraw your consent in a convenient way.

我们也可能对您及您与我们的交互活动进行分析，形成统计数据，用于改进我们的商业营销推送。我们会将此类信息汇总后使用。如汇总后的数据仍可被识别或关联至您个人，此类汇总信息将被视为个人信息，我们将依据本政策处理该等信息。

We may also analyze you and your interactions with us to form statistical data that can be used to improve our commercial marketing pushes. We may use such information in aggregate form. If the aggregated data can still be identified or associated with you as an individual, such aggregated information will be treated as personal information and will be processed by us in accordance with this policy.

(二) 我们从第三方获得您个人信息的情形

(ii) When we obtain your personal information from a third party

在一些法律法规允许的情况下，我们可能从第三方处获得您的个人信息。例如，您授权第三方网站向我们提供个人信息，或授权导入您在第三方平台的信息，如您的姓名、手机号码、（企业）邮箱、公司（企业）名称、公司（企业）类型、行业属性、工作职能、职位与所在城市。请您具体参阅第三方向您另行说明的个人信息处理规则或相应授权窗口以了解更多。

In some cases permitted by laws and regulations, we may obtain your personal information from third parties. For example, you authorize a third party website to provide us with personal information or authorize the importation of your information from a third party platform, such as your name, mobile phone number, (business) email address, company (business) name, company (business) type, industry attributes, job function, position and city. Please refer to the rules on the processing of personal information or the corresponding authorization window, which the third party has explained to you separately, to learn more.

(三) 其他

(iii) Others

当我们将您的个人信息用于本政策未载明的其他用途时，会重新征求您的同意。对于本政策未明确的功能和场景，我们会在您实际使用该功能或场景时，向您展示相应的个人信息收集使用规则，并获取您的明示同意。对我们所收集的您的信息进行加工处理而产生的新信息，能够单独或与其他信息结合识别特定自然人身份或者反映特定自然人活动情况的，我们将其认定为个人信息，对其处理遵循收集个人信息时获得的授权同意范围。

When we use your personal information for other purposes not specified in this policy, we will ask for your consent again. For functions and scenarios not specified in this policy, we will show you the corresponding rules on the collection and use of personal information and obtain your express consent when you actually use the function or scenario. New information resulting from the processing of your information collected by us that can identify a specific natural person or reflect the activities of a specific natural person, either alone or in combination with other information, will be considered personal information, and will be processed in accordance with the scope of the authorized consent obtained at the time of the collection of personal information.

请您注意，根据相关法律法规规定，以下情形中，处理您的个人信息无需事先征得您的同意：

Please note that in accordance with relevant laws and regulations, your prior consent is not required for the processing of your personal information in the following cases:

(1) 为订立、履行您作为一方当事人的合同所必需，或者按照依法制定的劳动规章制度和依法签订的集体合同实施人力资源管理所必需；

(1) Necessary for the conclusion or performance of a contract to which you are a party, or for the implementation of human resources management in accordance with labor rules and regulations established by law and collective contracts concluded in accordance with law;

(2) 为履行法定职责或者法定义务所必需；

(2) Necessary for the performance of statutory duties or obligations;

(3) 为应对突发公共卫生事件，或者紧急情况下为保护自然人的生命健康和财产安全所必需；

(3) It is necessary to respond to a public health emergency or to protect the life, health and property of natural persons in an emergency;

(4) 为公共利益实施新闻报道、舆论监督等行为，在合理的范围内处理个人信息；

(4) Handling of personal information within a reasonable range when performing acts such as news reporting and monitoring of public opinion in the public interest;

(5) 依照法律规定在合理的范围内处理个人自行公开或者其他已经合法公开的个人信息；

(5) Handle personal information that individuals disclose on their own initiative or that has otherwise been lawfully disclosed within a reasonable range in accordance with the provisions of the law;

(6) 法律、行政法规规定的其他情形。

(6) Other cases stipulated by laws and administrative regulations.

三、我们如何共享、转让和公开披露个人信息？

III. How do we share, transfer and publicly disclose personal information?

(一) 共享

(i) Share

我们不会向其他公司、组织或个人分享您的个人信息，供其用于商业目的，但以下情况除外：

We will not share your personal information with other companies, organizations or individuals for their commercial purposes, except in the following circumstances:

(1) 依法事先获得您明确的（单独）同意；

(1) With your prior express (individual) consent in accordance with the law;

(2) 为履行您作为一方当事人的合同所必需；

(2) necessary for the performance of the contract to which you are a party;

(3) 根据适用的法律法规、法律程序的要求、强制性的行政或司法要求所必需的情况下进行提供；

(3) Where necessary in accordance with applicable laws and regulations, the requirements of legal proceedings, mandatory administrative or judicial requirements;

(4) 法律、行政法规规定的其他情形。

(4) Other cases stipulated by laws and administrative regulations.

我们仅会出于合法、正当、必要、特定、明确的目的与合作伙伴共享您的个人信息，并且只会共享提供产品或服务所必要的个人信息，且这种共享受本政策目的的约束。如个人信息的处理目的改变的，我们将再次征求您的授权同意。目前，我们会与如下合作伙伴共享您的个人信息。

We will only share your personal information with our partners for lawful, legitimate, necessary, specific and defined purposes, and only such personal information as is necessary for the provision of products or services, and such sharing will be subject to the purposes of this policy. If the purposes for which personal information is processed change, we will seek your authorization again. Currently, we share your personal information with the following partners.

1. 与我们的关联公司共享

1. Sharing with our affiliates

为便于我们向您提供产品和服务相关的信息与活动，您的个人信息可能会与我们的关联公司共享。我们的关联公司将根据本政策处理您的个人信息。

In order for us to provide you with information and activities related to our products and services, your personal information may be shared with our affiliates. Our affiliates will process your personal information in accordance with this policy.

2. 与我们的授权合作伙伴共享

2. Sharing with our authorized partners

我们可能授权合作伙伴为您提供某些服务或代表我们履行职能，为此，我们可能会向业务合作伙伴共享为您提供服务所必要的账号等信息。我们的授权合作伙伴主要包括以下类型：

We may authorize partners to provide certain services to you or to perform functions on our behalf, and to do so, we may share information such as account numbers necessary to provide services to you with our business partners. Our authorized partners are mainly of the following types:

(1) 产品或技术服务的受托方。我们可能会将您的个人信息提供给支持我们产品或服务功能实现的受托方。这些支持包括：

(1) Trustees of Products or Technical Services. We may provide your personal information to trusted parties that support the functionality of our products or services. Such support includes:

- 提供数据存储服务的受托方。当您使用我们的产品或服务时，我们会使用阿里云、腾讯云存储您的个人信息。

- Trustees who provide data storage services. When you use our products or services, we use Ali Cloud and Tencent Cloud to store your personal information.

- 提供物流服务的受托方。当为向您提供售前、售后及校准资料，我们会将您的地址信息等个人信息提供给物流服务商，以便向您提供物流配送服务。

- Trustee for the provision of logistics services. When in order to provide you with pre-sale, after-sale and calibration information, we will provide your address information and other personal information to the logistics service provider in order to provide you with logistics and distribution services.

- 提供直播活动的受托方。当您报名参加线上直播活动后，我们可能会将您的姓名、手机号、openid 提供给直播活动的受托方，以便其向您提供直播互动服务。

- Trustee for Providing Live Events. When you sign up for a live online event, we may provide your name, mobile phone number, and openid to the trustee of the live event so that it can provide you with live interactive services.

- 提供会议/活动管理的受托方。为向您发送专属邀请函、管理会议与活动，我们可能会将您的姓名、邮箱、手机号、省份提供给提供会议/活动管理的受托方。

- Trustee providing meeting/event management. In order to send you exclusive invitations and manage meetings and events, we may provide your name, email

address, mobile phone number, province to the trustee providing meeting/event management.

(2) 广告、调研、分析等服务类受托方。为了使我们能更好地了解您的需求和偏好，及为能向您提供更适合的、更准确的服务，我们可能将您的个人信息提供给下述受托方：

(2) Trustees of services such as advertising, research and analysis. In order for us to better understand your needs and preferences, and to provide you with more appropriate and accurate services, we may provide your personal information to the following trustees:

- 提供数据分析与营销的受托方。我们可能将您提供的个人信息汇聚融合，使用技术方提供的营销工具进行分析、管理，以开展具体商业营销活动。

- Trusted parties that provide data analysis and marketing. We may aggregate and merge the personal information you provide to us and analyze and manage it using marketing tools provided by technical parties to carry out specific commercial marketing activities.

- 提供调研服务的受托方。当您参与我们的调研时，我们可能会委托调研服务受托方进行问卷答复信息收集和调研结果分析，或使用第三方技术方开发的问卷工具向您发放问卷。

- Trustees providing research services. When you participate in our research, we may commission a research service trustee to collect questionnaire response information and analyze the results, or use questionnaire tools developed by a third party technical party to distribute questionnaires to you.

(二) 转让

(ii) Transfer

我们不会将您的个人信息转让给任何公司、组织和个人，但以下情况除外：

We will not transfer your personal information to any companies, organizations or individuals except in the following circumstances:

(1) 在获得您的明确同意后，我们会向您授权的第三方转让您的个人信息；

(1) We may transfer your personal information to third parties authorized by you with your express consent;

(2) 在涉及合并、分立、解散、被宣告破产时，如涉及到个人信息转让，我们会向您告知接收方的名称或者姓名和联系方式，并要求接收方继续受此隐私政策的约束，否则我们将要求该公司、组织重新向您征求同意。

(2) In the event of a merger, demerger, dissolution, or declaration of bankruptcy involving the transfer of personal information, we will notify you of the name or names and contact information of the recipient and request that the recipient continue

to be bound by this privacy policy, or we will ask the company or organization to seek your consent again.

(三) 公开披露

(iii) Public disclosure

我们不会公开披露您的个人信息，但以下情况除外：

We will not publicly disclose your personal information except in the following circumstances:

(1) 基于您的主动选择或获得您明确单独同意后；

(1) Based on your active choice or with your express individual consent;

(2) 根据适用的法律法规、法律程序的要求、强制性的行政或司法要求所必需的情况下，或为保护我们的平台用户或公众的人身财产安全免遭侵害的情况下，我们可能会公开披露您的个人信息；

(2) We may publicly disclose your personal information when necessary to comply with applicable laws and regulations, as required by legal process, mandatory administrative or judicial requirements, or to protect against infringement of the safety of persons and property of users of our platforms or the public;

四、我们如何存储与保护您的个人信息

IV. How we store and protect your personal information

(一) 存储

(i) Storage

原则上，我们在境内运营过程中收集和产生的个人信息，将存储于中华人民共和国境内，但适用法律规定允许跨境传输的除外。如我们因业务需要，确需将收集到的有关您的个人信息传输给我们位于德国的关联公司 BRAND GMBH + CO. KG 或 VACUUBRAND GMBH + CO KG 或 VITLAB GMBH 或 BRAND INTERNATIONAL GMBH（[如需更多有关海外接收方的信息请发送电子邮件至 privacy@brand.com.cn](mailto:privacy@brand.com.cn)）。

In principle, personal information collected and generated in the course of our domestic operations will be stored in the People's Republic of China, except where cross-border transfers are permitted under applicable law. If we do need to transfer the personal information we collect about you to our affiliated companies BRAND GMBH + CO. KG or VACUUBRAND GMBH + CO KG or VITLAB GMBH or BRAND INTERNATIONAL GMBH (For more information on overseas recipients please email: privacy@brand.com.cn) in Germany for business purposes.

我们传输您个人信息所至的目标国家/地区的相关法律可能与中国的法律保护法律不相同。在向境外提供您的个人信息前，我们会按照法律规定采取个人信息影

响评估、跨境安全评估、经专业机构进行个人信息保护认证或者按照国家网信部门制定的标准合同与境外接收方订立合同等措施,以符合向境外提供个人信息的法定条件。

The relevant laws of the target countries/regions to which we transfer your personal information may not be the same as the data protection laws in China. Before providing your personal information outside of China, we will, in accordance with the law, take measures such as personal information impact assessment, cross-border security assessment, personal information protection certification by professional organizations, or entering into contracts with overseas recipients in accordance with the standard contracts formulated by the State Internet Information Technology Department in order to comply with the legal conditions for providing personal information outside of China.

我们只会在达成本政策所述目的所需的最短期限内保留您的个人信息,除非法律有强制的留存要求。在超出存储期限后,我们会根据适用法律的要求删除您的个人信息,或对其匿名化处理;对于删除或匿名化个人信息从技术上难以实现的,我们将停止除存储和采取必要的安全保护措施之外的处理。

We will only retain your personal information for the shortest period of time necessary to fulfil the purposes described in this policy, unless retention is mandatory by law. After the storage period has elapsed, we will delete or anonymize your personal information in accordance with the requirements of applicable law; where deletion or anonymization of personal information is technically difficult to achieve, we will cease processing it beyond storage and the necessary security measures.

(二) 保护

(ii) Protection

普兰德遵守中国法律法规,承诺采取商业合理的技术、物理和组织措施来保护个人信息免于受未经授权的访问以及泄露、篡改、丢失。

BRAND complies with Chinese laws and regulations and is committed to taking commercially reasonable technical, physical and organizational measures to protect personal information from unauthorized access, disclosure, alteration and loss.

- 我们将使用安全的服务器,以使您能够向我们发出请求或访问您的账户信息。
 - We will use secure servers to enable you to make requests to us or access your account information.
- 我们对我们保存个人信息的内部系统实施访问控制措施。授权用户获得通过使用独特的标识符和密码来访问该系统的权限。对个人信息的访问权限仅提供给为履行其职责必须具备此权限的员工。
 - We implement access control measures for our internal systems that hold personal information. Authorized users are given access to this system through the use of unique identifiers and passwords. Access to personal information is provided only to those employees who must have such access in order to perform their duties.

- 我们制定了个人信息处理的内部管理制度和操作规程，定期对员工进行安全教育与培训，让员工了解如何正确使用和处理个人信息。

- We have established an internal management system and operating procedures for the handling of personal information, and we regularly provide safety education and training to our employees so that they understand how to properly use and handle personal information.

- 我们基于个人信息的类型与敏感度的差异，采取了相应的加密、去标识化等安全技术措施。

- We have taken appropriate security technology measures such as encryption and de-identification based on differences in the type and sensitivity of personal information.

- 我们通过协议等方式要求服务提供商采取合规的安全措施。

- We require service providers to adopt compliant security measures, including through agreements.

- 为应对个人信息泄露、损毁和丢失等可能出现的风险，我们制定了多项制度与管控措施，建立了专门的应急响应团队，明确了安全事件的应急处置流程。

- In order to cope with possible risks such as leakage, destruction and loss of personal information, we have formulated a number of systems and control measures, established a specialized emergency response team, and clarified the emergency response process for security incidents.

您理解并知悉，互联网信息处理存在固有安全风险，我们会尽力实施适当的安全措施以保护您的个人信息，没有任何服务、网站、信息传输、计算机系统、网络连接是绝对安全的。

You understand and are aware that there are inherent security risks associated with the processing of information on the Internet, and while we will endeavor to implement appropriate security measures to protect your personal information, no service, website, information transmission, computer system, or network connection is absolutely secure.

五、您如何访问和管理自己的个人信息

V. How you access and manage your personal information

按照中国相关的法律、法规、标准，我们保障您对自己的个人信息行使以下权利，包括您可以访问、更正、删除您的个人信息，以及行使改变授权同意的范围与注销账户的权利，您的意见会及时得到处理。

In accordance with relevant Chinese laws, regulations and standards, we guarantee that you will exercise the following rights with respect to your personal information, including the right to access, correct and delete your personal information, as well as

the right to exercise the right to change the scope of the authorised consent and to cancel your account, and that your comments will be dealt with in a timely manner.

(一) 查阅、复制、更正、补充您的个人信息

(i) Accessing, copying, correcting or supplementing your personal information

您有权访问您的个人信息，法律法规规定的例外情况除外。您可以在相关产品或服务的个人主页查看、复制、更正、补充您提供的注册信息，也可以通过本隐私政策“七、如何联系我们”中载明的联系方式与我们取得联系来行使您的前述权利。

You have the right to access your personal information, subject to any exceptions provided by law or regulation. You can view, copy, correct and supplement the registration information you provided on the personal homepage of the relevant product or service, and you can also exercise your foregoing rights by contacting us through the contact information set forth in ‘VII. How to Contact Us’ of this Privacy Policy.

(二) 删除您的个人信息

(ii) Deleting your personal information

您可以通过本隐私政策“七、如何联系我们”中载明的联系方式与我们取得联系来行使您的删除权。

You may exercise your right to delete by contacting us at the contact details set out in ‘VII. How to contact us’ in this Privacy Policy.

在以下情形中，您可以向我们提出删除个人信息的请求，但已做匿名化处理或法律法规另有规定的除外：

In the following cases, you may request us to delete your personal information, unless it has been anonymized or otherwise provided for by law or regulation:

(1) 我们违反法律法规或与您的约定收集、使用个人信息；

(1) We collect or use personal information in violation of laws and regulations or our agreement with you;

(2) 我们违反法律法规或与您的约定与第三方共享或转让您的个人信息，我们将立即停止共享、转让行为，并通知第三方及时删除；

(2) If we share or transfer your personal information with a third party in violation of laws and regulations or our agreement with you, we will immediately stop the sharing or transfer and notify the third party to delete it promptly;

(3) 我们违反法律法规规定或与您的约定，公开披露您的个人信息，我们将立即停止公开披露的行为，并发布通知要求相关接收方删除相应的信息；

(3) If we publicly disclose your personal information in violation of laws and regulations or our agreement with you, we will immediately stop the public disclosure

and issue a notice requesting the relevant recipient to delete the corresponding information;

(4) 您不再使用我们的产品或服务，或您注销了账户，或我们终止服务及运营

(4) you no longer use our products or services, or you cancel your account, or we terminate our services and operations.

当您或我们协助您删除相关信息后，因为适用的法律和安全技术限制，我们可能无法立即从备份系统中删除相应的信息，我们将安全地存储您的个人信息并限制对其的任何进一步的处理，直到备份可以清除或实现匿名化。

Once you or we have assisted you in deleting the relevant information, we may not be able to immediately remove the corresponding information from our backup systems because of applicable legal and security technical limitations, and we will securely store your personal information and restrict any further processing of it until the backup can be erased or anonymized.

（三）改变或撤回您的同意

(iii) Change or withdraw your consent

您可以通过本隐私政策“七、如何联系我们”中载明的联系方式与我们取得联系来改变、撤回您的同意授权范围。当您撤回相关授权后，我们将不再处理相应的个人信息。但您撤回授权的决定，不会影响我们此前基于您的授权而开展的个人信息处理。

You can change or withdraw your consent to the extent of your authorization by contacting us using the contact details set out in ‘VII. How to contact us’ in this Privacy Policy. Once you have withdrawn your consent, we will no longer process the personal information in question. However, your decision to withdraw your authorization will not affect the processing of personal information that we have previously carried out on the basis of your authorization.

（四）注销您的账户

(v) Cancelling your account

您可以通过本隐私政策“七、如何联系我们”中载明的联系方式与我们取得联系注销您的账号，您注销上述账户的行为是不可逆的，我们将停止为您提供服务，不再收集您的个人信息，并依据您的要求删除与您账户相关的个人信息或做匿名化处理，但法律法规另有规定或监管部门另有要求的除外。

You can cancel your account by contacting us through the contact information stated in ‘VII. How to Contact Us’ of this Privacy Policy. Your cancellation of the above account is irreversible, and we will stop providing services to you, no longer collect your personal information, and delete personal information related to your account or anonymize it according to your request. We will stop providing services to you, no longer collect your personal information, and delete or anonymize the personal

information related to your account at your request, unless otherwise provided by laws and regulations or required by regulatory authorities.

(五) 响应您的请求

(v) Responding to your request

为了保障安全，普兰德可能会在处理您上述请求之前验证您的身份。如您是个人信息主体的近亲属，并根据《个人信息保护法》的相关规定，为了自身合法、正当利益，对个人信息主体的相关个人信息行使查询、复制、更正、删除权利，我们将在核实您的身份后，要求您进一步提供相关证明或说明材料。

For security purposes, BRAND may verify your identity before processing your request as described above. If you are a close relative of the subject of personal information and exercise the right of enquiry, copying, correction or deletion of the relevant personal information of the subject of personal information for your own lawful and legitimate interests in accordance with the relevant provisions of the Personal Information Protection Law, we will ask you to provide further relevant proof or explanatory materials after verifying your identity.

请您理解，在以下情形中，我们将无法响应您的请求：

Please understand that we will not be able to respond to your request under the following circumstances:

- (1) 与我们履行法律法规规定的义务相关的；
- (1) Related to the fulfilment of our obligations under laws and regulations;
- (2) 与国家安全、国防安全直接相关的；
- (2) Directly related to national security and defense security;
- (3) 与公共安全、公共卫生、重大公共利益直接相关的；
- (3) Directly related to public safety, public health, and significant public interest;
- (4) 与刑事侦查、起诉、审判和执行判决等直接相关的；
- (4) Directly related to criminal investigation, prosecution, trial and execution of judgements;
- (5) 我们有充分证据表明个人信息主体存在主观恶意或滥用权利的；
- (5) If we have sufficient evidence that the subject of the personal information has subjective malice or has abused his or her rights;
- (6) 出于维护个人信息主体或其他个人的生命、财产等重大合法权益但又很难得到本人同意的；
- (6) When it is difficult to obtain the consent of the person who is the subject of the personal information or other individuals for the purpose of safeguarding his or her important legitimate rights and interests, such as life and property;

(7) 响应个人信息主体的请求将导致个人信息主体或其他个人、组织的合法权益受到严重损害的；

(7) Responding to a request from a subject of personal information will result in serious damage to the legitimate rights and interests of the subject of personal information or other individuals or organizations;

(8) 涉及商业秘密的。

(8) Involving trade secrets.

六、本隐私政策如何更新

VI. how this privacy policy is updated

本隐私政策可能定期或不定期更新，以反映我们个人信息实践的变化。我们将在线上渠道发布通知，告知您有关我们的隐私政策的重大变化，并在隐私政策顶部注明最近一次更新的时间。

This Privacy Policy may be updated periodically or occasionally to reflect changes in our personal information practices. We will post a notice on our online channels to inform you of material changes to our Privacy Policy and indicate at the top of the Privacy Policy when it was last updated.

我们的隐私政策可能变更，如涉及对个人信息处理目的、处理方式和处理的个人信息种类的变更的，我们将重新取得您的同意。我们会在本页面上发布对本政策所做的任何变更。

Our privacy policy is subject to change, and we will obtain your consent for changes to the purposes for which personal information is processed, the manner in which it is processed, and the types of personal information that are processed. We will post any changes to this policy on this page.

对于重大变更，我们还会提供更为显著的通知，如在您登录或使用我们的相关产品或服务时通过弹出窗口、推送通知等方式进行通知。

For major changes, we will also provide more prominent notifications, such as through pop-up windows, push notifications, etc. when you log in or use our relevant products or services.

本政策所指的重大变更包括但不限于：

Significant changes referred to in this policy include, but are not limited to:

(1) 我们的服务模式发生重大变化，如处理个人信息的目的、处理的个人信息类型、个人信息的使用方式等；

(1) Significant changes in our service model, such as the purpose of processing personal information, the type of personal information processed, and how personal information is used;

(2) 我们在所有权结构、组织架构等方面发生重大变化，如业务调整、破产并购等引起的所有者变更等；

(2) We undergo significant changes in our ownership structure, organizational structure, etc., such as changes in ownership resulting from business restructuring, bankruptcy and mergers and acquisitions;

(3) 个人信息共享、转让或公开披露的主要对象发生变化；

(3) There is a change in the primary audience for the sharing, transfer or public disclosure of personal information;

(4) 您参与个人信息处理方面的权利及其行使方式发生重大变化；

(4) a significant change in your rights to participate in the processing of personal information and the manner in which you exercise them;

(5) 我们负责处理个人信息安全的责任部门、联络方式及投诉渠道发生变化时；

(5) In the event of a change in the department responsible for handling the security of personal information, our contact details and complaint channels;

(6) 个人信息保护影响评估报告表明存在高风险时。

(6) When the personal information protection impact assessment report indicates a high risk.

七、如何联系我们

VII. How to contact us

如果您对本隐私政策有任何疑问、意见或建议，请通过以下方式与我们联系：

If you have any questions, comments or suggestions regarding this Privacy Policy, please contact us at:

• 致电普兰德，电话号码为：021-6422318；

- Call BRAND on 021-6422318;

• 发函至以下地址：上海市徐汇区龙华路 2260 号 201-1 室（邮政编码：200030）；

- Send the letter to the following address: Room 201-1, No.2260 Longhua Road, Xuhui District, Shanghai, 200030, P.R. China;

• 给我们发送电子邮件：privacy@brand.com.cn。

- Email us: privacy@brand.com.cn.

如果您认为普兰德在处理您的个人信息时违反相关法律，您也可按上述联系方式向我们进行投诉。您也有权向有关主管部门提出投诉并寻求司法救济。

If you believe that BRAND has violated the relevant laws in the handling of your personal information, you may also file a complaint with us at the contact details

above. You also have the right to lodge a complaint with the relevant authorities and to seek judicial remedies.