「旗艦臺灣館」網站

“Taiwan Flagship Showcase” Website

法規資訊

Notice & Policy

免責聲明.....2

Liability Disclaimer 3

隱私權政策.....4

Privacy Policy 8

Cookie Notice（中文版） 20

Cookie Notice (English Version) 22

免責聲明

對於財團法人中華民國對外貿易發展協會（以下簡稱本會）之「旗艦臺灣館」網站（以下簡稱本網站）所提供或經由本網站所取得之各項訊息或資料（簡稱網頁內容），本會未就其正確性、時效性、適用性及可靠性為任何表述或判斷。所有網頁內容都是依「現況」及「現有」基礎提供，本會明確宣告不作任何明示或默示之擔保（保證），其中包括但不限於商業適售性、特定目的之適用性及未侵害他人權利。

任何使用者均必須自行承擔使用本網站之風險。在任何情況下，本會對於(1) 使用或無法使用本網站各項服務；(2) 經由本網站取得訊息或進行交易；(3) 第三人在本網站上之陳述或作為；(4) 使用或連結本網站而引致任何損害（包括但不限於電腦病毒、系統故障、資料損失等）、誹謗、侵犯版權或知識產權所造成的損失，以及(5) 其他與本網站服務有關之事項所致生之任何直接、間接、附帶、特別、懲罰性或衍生性損害，一概不負賠償責任。

本網站可能會連接至其他機構所提供的網頁，本會不會對這些網頁內容作出任何保證或承擔任何責任。使用者如瀏覽這些網頁，將要自己承擔後果。是否使用本網站之服務下載或取得任何資料應由用戶自行考慮且自負風險，因前開任何資料之下載而導致用戶電腦系統之任何損壞或資料損失，本網站不承擔任何責任。

本網站可隨時停止或變更網頁內容及有關條款而毋須事前通知使用者。

本英文免責條款為中文版本譯本，如中、英文兩個版本有任何抵觸或不相符之處，應以中文版本為準。

當你一旦連結至本網站，即表示你無條件接受上述所載的免責條款以及任何本會無須預先通知你的情況下而對上述條款所作出的修改及/或修訂。

Liability Disclaimer

TAITRA, the operator of “Taiwan Flagship Showcase” website, make no representations about the accuracy, timeliness, suitability and reliability of the information or materials (“Content”) contained on or obtained through TAITRA website for any purpose. The Content is provided on an “as is” and “as available” basis. TAITRA expressly disclaims all warranties of any kind, whether express or implied, including, without limitation, the warranties of merchantability, fitness for a particular purpose and non-infringement.

The use of “Taiwan Flagship Showcase” website services is at your sole risk. In no event shall TAITRA be liable for any direct, indirect, incidental, special, punitive or consequential damages, including, without limitation, damages for loss of profits, use, data or other intangible losses, resulting from (I) the use or inability to use “Taiwan Flagship Showcase” website services; (II) the information obtained or messages received or transactions entered into through or from “Taiwan Flagship Showcase” website; (III) statements or conduct of any third party on “Taiwan Flagship Showcase” website; or (IV) any other matter relating to “Taiwan Flagship Showcase” website services.

隱私權政策

財團法人中華對外貿易發展協會（以下簡稱為本會）承諾尊重並保護您的個人資料與隱私權，為幫助您瞭解我們如何蒐集、應用及保護您所提供的個人資訊，敬致下列聲明，說明我們的資訊安全保護政策，以及本會在本網站內所蒐集資料之運用方式。若您繼續使用本網站，則視為您均已詳閱並同意、接受本政策。如不同意請離開此網頁，並應立即停止瀏覽及使用本會所提供之網站。相關內容如下：

適用範圍

隱私權保護政策內容，包括本網站如何處理在您使用本網站服務時蒐集到的個人識別資料。隱私權保護政策不適用於本網站以外的相關連結網站，也不適用於非本網站所委託或參與管理之人員。

個人資料之蒐集、處理及利用方式

1. 個人資料蒐集目的：
   (1) 包括但不限於協助廠商發展中華民國對外貿易、其他公共部門（包括行政法人、政府捐助財團法人及其他公法人）執行相關業務；貿易推廣及管理；網路購物及其他電子商務服務；客戶管理與服務；中小企業及其他產業之輔導；政令宣導；教育或訓練行政；圖書出版品管理；廣告或商業行為管理；行銷；契約、類似契約或其他法律關係事務；商業與技術資訊；資通訊服務；資通訊與資料庫管理；資通安全與管理；調查、統計與研究分析；以及非公務機關依法定義務所進行個人資料之蒐集處理及利用等。
   (2) 本會為提供查詢展覽、活動相關資訊及本網站之其他服務，以及本會之行銷服務和特別活動等目的，或您同意之其他目的，蒐集訪客資料。
2. 個人資料蒐集包括但不限於以下資料：姓名、出生年月日、職業、聯絡方式等得以直接或間接識別個人的相關資訊及其他各類依蒐集目的所必要之個人資料。
3. 個人資料處理、利用之期間、地區、對象及方式
   (1) 期間：特定目的存續期間、依相關法令、因執行業務所必須之保存期間、以及依個別契約約定之保存年限。
   (2) 地區：包括中華民國、本會各駐點及其轄區之國家、未受中央目的事業主管機關限制之國際傳輸個人資料之接收者所在地、個人資料利用對象

之所在地，以及本會業務往來機構之所在地。

(3) 對象：本會可能會將您的資料提供給本會關係企業、代理人、簽約人、提供線上付款認證或其他相關服務之服務供應商、及/或合作夥伴（例如 PayPal、網際威信、各收單銀行、各支付或收付款服務提供機構、各物流業者、各認證服務業者、eBay 及其他與本會合作的交易平臺）以提供本網站之服務。當會員申請線上付款服務時，服務供應商 / PayPal 可能會為提供線上付款服務之目的，蒐集會員之其他資料（例如信用卡號）。有時，我們會為提供服務和提供網站使用之統計資料給我們的合作夥伴，而蒐集與您有關的電腦資料。

(4) 方式：以自動化機器或其他非自動化之方式為蒐集、處理、利用與國際傳輸。

4. 您得主張之權利與方式：

(1) 查詢或請求閱覽、及請求製給複製本，本會得酌收必要成本費用；

(2) 請求補充或更正，惟依法您應為適當之釋明；

(3) 請求停止蒐集、處理或利用、及請求刪除，但因本會執行職務或業務所必須者，依法得拒絕您之請求；

(4) 如利用您的個人資料行銷時，您得表示拒絕接受行銷；

(5) 如您欲行使上述權利，敬請 email 至 taitra@taitra.org.tw 或致電本會 02-2725-5200。

5. 不提供個人資料所致權益之影響：如不同意提供資料，將可能無法接受本會所提供之服務。

網站對外的相關連結

若本網站任何部分載有連接至其他網站的連結，那些網站可能並非根據本隱私權保護政策聲明運作。建議您查閱該網站的隱私權保護政策聲明，藉以瞭解其蒐集、使用、傳輸及揭露個人資料的政策。

與第三人共用個資之政策

本網站絕不會提供、交換、出租或出售任何您的個人資料給其他個人、團體、私人企業或公務機關，但有法律依據或合約義務者，不在此限。前項但書之情形包括不限於：

1. 經由您書面同意。
2. 法律明文規定。

3. 為免除您生命、身體、自由或財產上之危險。
4. 與公務機關或學術研究機構合作，基於公共利益為統計或學術研究而有必要，且資料經過處理或揭露的方式無從識別特定之當事人。
5. 當您在網站的行為，違反服務條款或可能損害或妨礙網站與其他使用者權益或導致任何人遭受損害時，經網站管理單位判斷揭露您的個人資料是為了辨識、聯絡或採取法律行動所必要者。
6. 有利於您的權益。
7. 本網站委託廠商協助蒐集、處理或利用您的個人資料時，將對委外廠商或個人善盡監督管理之責。

資料保護

1. 本網站主機均設有防火牆、防毒系統等相關的各項資訊安全設備及必要的安全防護措施，加以保護網站及您的個人資料採用嚴格的保護措施，只由經過授權的人員才能接觸您的個人資料，相關處理人員皆簽有保密合約，如有違反保密義者，將會受到相關的法律處分。
2. 如因業務需要有必要委託本部相關單位提供服務時，本網站亦會嚴格要求其遵守保密義務，並且採取必要檢查程序以確定其將確實遵守。

Cookie 之使用

為了提供您最佳的服務，本網站會在您的電腦中放置並取用我們的 Cookie，若您不願接受 Cookie 的寫入，可在所使用的瀏覽器變更功能設定，拒絕 Cookie 寫入，但此舉可能會導致網站某些功能無法正常執行（詳參 Cookie Notice）。

未成年人隱私保護

由於本網站無法知悉所蒐集到的個人資料是否屬未成年人所有，或是有無得到其法定代理人的同意。如果您對本網站可能有未經法定代理人同意或未有其他法律依據而蒐集未成年人個人資料之疑慮，請您以本聲明所載之聯絡資訊聯繫本會，我們將立刻採取妥善措施進行調查及改正。

修正條款

本網站為因應社會環境變遷、業務需求、科技發展與法令修改等，將不定時修訂與公布本聲明，請您隨時上網參覽本聲明，以保障您的權益。

其他

如本隱私權政策之其他翻譯版本與繁體中文版本有任何歧異，以繁體中文版本為準。

Privacy Policy

This summary Privacy Policy ("**Summary Policy**") will provide you with a summary of the accompanied, detailed Privacy Policy (hereafter: "**Full Policy**", together "**Summary and Full Policy**") on the data processing activities of the Taiwan External Trade Development Council [an organization organized and existing under the laws of Taiwan, sponsored by International Trade Administration (Taiwan) and has been licensed to implement trade promotion, having its registered offices in 5F-7F No. 333 Section 1 Keelung Rd., Taipei City, Taiwan, R.O.C.] (hereinafter: "**TAITRA**", "**Our**", "**we**" or "**us**") with respect to individually identifiable information ("**Personal Data**") about visitors of **our** sites https://taiwanflagship.taitra.org.tw ("**Website**").

Scope of applicability

This **Summary and Full Policy** applies to you if you are a visitor to the **Website**.

Processing of your Personal Data (categories of Personal Data)

We collect, store, process, and use the following of your **Personal Data** collected during your visit the **Website**: your name, address, phone/fax number, email address, company profile, details of your visits to the Website and further technical data, your billing information, credit card numbers, expiration dates and tracking information from checks or money orders, and any other information relating to any individuals which you have provided us in any forms you may have submitted to us, or via other forms of interaction with you. For more details see 1. of the **Full Policy**.

Processing purposes

We process your **Personal Data** for the following purposes: to provide the **Website** in an optimized way for you and to currently enhance the user experience of the **Website**, to provide online trading and other services of the **Website**, to send you marketing materials, such as newsletters and information about special events to provide you with the latest information about our products and services which might be of interest to you and to provide statistical information regarding your use of the **Website** to our partners. For more details see 2. of the **Full Policy**.

Legal justifications for the processing of your Personal Data

One of the key privacy law requirements is that any processing of **Personal Data** has to have legal justification. **We** generally use the following legal justifications: (1) You have given your consent to the processing (Art. 6(1)(a) GDPR; "**Consent Justification**"), (2) the processing is necessary to carry out a contract with you (Art. 6(1)(b) GDPR; "**Contract Justification**"), (3) the processing is necessary for (a) compliance with a legal obligation (Art. 6(1)(c) GDPR; "**Legal Obligation Justification**") and (b) realizing a legitimate interest (Art. 6(1)(f) GDPR; "**Legitimate Interest Justification**"). For more details and the matching of purposes and corresponding legal justifications see 3. of the **Full Policy**.

Data transfers and recipients and legal justification for such transfers

We transfer your **Personal Data** to other group companies, **our** service providers, selected Taiwantrade supplier members, and, in accordance with applicable law, other governmental authorities, courts, external advisors, and similar third parties, some of the aforementioned recipients located in jurisdictions outside the EU. For more details see 4. of the **Full Policy**.

Retention periods for and deletion of your Personal Data

Your **Personal Data** will be deleted once they are not any longer needed for the purposes motivating their original collection or as required by applicable law. For more details see 5. of the **Full Policy**.

How Does TAITRA Protect Your Data?

We maintain a combination of reasonable and appropriate physical, administrative, and technological controls to protect your data from unauthorized access or malicious actions.

We take reasonable steps to limit the access employees, contractors, and agents of

TAITRA have to your personal data to those who need to know this data to perform their assigned functions.

Your statutory rights

You have a number of rights with regard to the processing of your **Personal Data**, each as per the conditions defined in applicable law, such as the right to have access to your **Personal Data**, to have them corrected, erased or handed over. Please refer any of your questions to taitra@taitra.org.tw . For more details see 6. of the **Full Policy**.

Use of Cookies

We use cookies and related technologies, such as pixels and beacons (collectively, "Cookies") to provide our services, websites and applications ("applications"), to understand how our applications are used, to improve your experience of our applications, and to personalize advertising and content based on your interests. We provide you choices about our use of these Cookies. If you do not allow these Cookies, some or all of these services may not be available for you.

Type of cookies we use

Essential Cookies, required for our applications to work and to provide services to you. These Cookies allow us to record your preferences or log-in information, respond to your requests. These Cookies cannot be disabled. Without these Cookies, you may not be able to access the full functionality of our applications, and we may be unable to fulfill your requests.

Functional and Performance Cookies, these Cookies enable us to provide enhanced functionality and personalization. They may be set by us or by third party providers whose services we use to deliver information and experiences tailored to you. If you do not allow these Cookies, some or all of these services may not be available for you.

Advertising Cookies, permits us to offer targeted advertising to you**.** These Cookies collect data about you based on your activities and interests in order to show you relevant ads and to track effectiveness. By collecting this data, the ads you see will be more tailored to your interests. These Cookies may also send information to third parties that help us create and deliver advertising personalized to you and your interests. If you do not allow these cookies, you will experience less targeted advertising.

Manage cookie settings in your browser

You can modify your browser settings to control whether your computer or other device accepts or declines Cookies. These settings are generally available within your browser's "Help", "Tools" or "Edit" menus. Keep in mind that your browser settings may prevent you from accessing all functionality on our website.

Changes of this Summary and Full Policy as well as further policies

This Summary and Full Policy are subject to change. You will be notified adequately of any such changes. Further, you will be notified adequately through further relevant privacy policies (e.g. for specific purposes) in case such is not covered by this Summary and the Full Policy. If you do not agree to changes in this Summary and Full Policy, please contact using writing and specifically request that we return and/or destroy all copies of all or part of your Personal Data in our possession.

How to contact us

If you wish to exercise your data subject rights or if you have any other questions concerning this **Summary and Full Policy**, please address your request to us, who can be contacted at

5F-7F No. 333 Section 1 Keelung Rd., Taipei City, Taiwan, R.O.C.

Phone: 886-2-2725-5200

Email: taitra@taitra.org.tw

Full Policy

This **Website** uses cookies. For further information please read **our** Cookie Policy - which you will find here.

1. Categories of Personal Data

We process the following **Personal Data** about you (hereinafter jointly "**Your Data**"):

We obtain personal information directly from you. The types of Your Data we may collect from you include:

(i) your name, address, phone/fax number, email address, company profile (hereinafter jointly "**Contact Data**")

(ii) details of your visits to the **Website** and the resources that you access, including but not limited to your IP address, traffic data, location data, weblogs and other communication data (hereinafter jointly "**Technical Data**")

(iii) your payment information, credit card numbers, expiration dates and tracking information from checks or money orders (hereinafter jointly "**Order Data**"); and

(iv) any other information that you provide by filling in forms on the **Website**, such as when you register for information including but not limited to, product catalog, trade leads, and other information about your business, information provided to us or others when you communicate with us or others via the **Website** for any reason (hereinafter jointly "**Form Data**").

2. Processing purposes

We process **Your Data** to the extent permitted or required under applicable law, for the following purposes:

- to provide the **Website** in an optimized way for you and to currently enhance the user experience of the **Website** (hereinafter "**Quality Purposes**")
- to provide online trading and other services on the **Website** (hereinafter "**Services Purposes**")

- to send you marketing materials, such as newsletters and information about special events, to provide you with the latest information about our products and services which might be of interest to you (hereinafter jointly "**Marketing Purposes**")
- to provide statistical information regarding your use of the **Website** to our partners (hereinafter "**Statistical Purposes**").

3. Legal justification for the processing of Your Data

Generally, the processing of **Your Data** is voluntary. However, if you do not provide **Your Data**, you may not be able to enjoy the services of the **Website** or achieve the purposes for which you use the **Website** (for instance, you may not be able to perform the online transaction on the **Website**).

Furthermore, we rely on the following legal justifications for the processing of **Your Data**:

YOUR DATA		
Processing Purposes	**Categories of Your Data involved**	**Legal Basis**
Quality Purposes	Technical Data	Legitimate Interest Justification
Services Purposes	Contact Data Order Data Form Data	Contract Justification/Legitimate Interest Justification
Marketing Purposes	Contact Data	Consent Justification
Statistical Purposes	Technical Data	Legitimate Interest Justification

4. Data transfers and recipients and legal justification for such transfers

4.1 Recipients

(i) **Other group companies**: **We** transfer **Your Data** to other **TAITRA** group

companies, as permitted under applicable data protection law pursuant to **Legitimate Interest Justification** of **TAITRA** to facilitate contact with you and your queries.

(ii) **Third parties**: **We** may transfer **Your Data** to governmental agencies and regulators, courts, and government authorities, all in accordance with applicable law based on **Legal Obligation Justification** and to external advisors acting as controllers (e.g., lawyers, accountants, auditors etc.) based on **Legitimate Interest Justification.**

(iii) Service **providers**: When Members sign up for such services, the service provider will collect additional information (e.g., credit card number) from Members as necessary for it to provide the online payment services. **We** contract with third party service providers as part of **our** normal business operations to provide the **Website** and related services to you (i.e., the provision of online payment verification or other related services such as PayPal, HiTRUST, issuing banks, payment or amount transfer service provider(s), logistics service provider(s), certification service provider(s), eBay, and other trading platforms we cooperate with).

(iv) **Selected Taiwantrade supplier members**: If you are a buyer member of Taiwantrade, **we** may transfer **Your Data** to those qualified suppliers members who may provide the products you are looking for.

(v) A list of data recipients can be found in the **Annex** containing the identity, short description of the processing activity and location of the relevant data recipients.

4.2 Cross-Border Data Transfers

We may transfer **Your Data** outside of the country you are located. Some recipients of **Your Data** are also located in another country for which the European Commission has not issued a decision that this country ensures an adequate level of data protection, namely: Republic of China (Taiwan).

5. Retention periods for and deletion of Your Data

5.1 **Your Data** processed for the purposes hereunder will be stored only to the extent necessary. If a judicial or disciplinary action is initiated, **Your Data** may be stored until the end of such action, including any potential periods for appeal, and will then

be deleted or archived as permitted by applicable law.

5.2 In principle, we will retain **Your Data** as long as required or permitted by applicable law. Afterwards, we will remove **Your Data** from **our** systems and records and/or take steps to properly anonymize it so that you can no longer be identified from it.

6. Your statutory rights

Under the conditions set out under applicable law (i.e., the GDPR), you have the following rights:

6.1 Right of access: You have the right to obtain from us confirmation as to whether or not **Your Data** concerning you is being processed, and, where that is the case, to request access to the **Your Data**. The access information includes – inter alia – the purposes of the processing, the categories of **Personal Data** concerned, and the recipients or categories of recipients to whom the **Personal Data** have been or will be disclosed.

You have the right to obtain a copy of the **Personal Data** undergoing processing. For additional copies requested by you, we may charge a reasonable fee based on administrative costs.

6.2 Right to rectification: You have the right to obtain from us the rectification of inaccurate **Personal Data** concerning you. Depending on the purposes of the processing, you have the right to have incomplete **Personal Data** completed, including by means of providing a supplementary statement.

6.3 Right to erasure (right to be forgotten): You have the right to ask **us** to erase your **Personal Data**.

6.4 Right to restriction of processing: You have the right to request the restriction of processing your **Personal Data**. In this case, the respective data will be marked and may only be processed by us for certain purposes.

6.5 Right to data portability: You have the right to receive the **Personal Data** concerning you which you have provided to us in a structured, commonly used

and machine-readable format and you have the right to transmit those **Personal Data** to another entity without hindrance from us.

6.6 Right to withdraw your consent: If you have given your consent regarding certain types of processing activities, you can withdraw this consent at any time with future effect. Such a withdrawal will not affect the lawfulness of the processing prior to the consent withdrawal.

6.7 Right to object:

> **You have the right to object, on grounds relating to your particular situation, at any time to the processing of your Personal Data by us and we can be required to no longer process your Personal Data. If you have a right to object and you exercise this right, your Personal Data will no longer be processed for such purposes by us. Exercising this right will not incur any costs.**
>
> **Such a right to object may not exist, in particular, if the processing of your Personal Data is necessary to take steps prior to entering into a contract or to perform a contract already concluded.**

Please **note** that the aforementioned rights might be limited under the applicable national data protection law. We remain the universal point of contact for your execution of these rights.

Please refer any of your questions to taitra@taitra.org.tw

In case of complaints, you also have the right to lodge a complaint with the competent supervisory authority, in particular in the member state of your habitual residence or alleged infringement of the GDPR.

Summary and Full Policy last updated: September 2021

ANNEX: Data Recipients

#	Name of Data Recipient	Location	Receiving Data as Controller or Processor	Short description of processing activities
1.	**Taiwan Trade Center, Sofia**	Business Park Sofia, Building 2, 5 Fl., 1766 Sofia, Bulgaria	Controller	Internal cooperation with regard to the provision of the **Website**.
2.	**Taiwan Trade Center, Paris**	75 bis Av. Marceau 75116 Paris, France	Controller	Internal cooperation with regard to the provision of the **Website**.
3.	**Taiwan Trade Center, Duesseldorf**	Immermannstr. 33, 40210 Duesseldorf, Germany	Controller	Internal cooperation with regard to the provision of the **Website**.
4.	**Taiwan Trade Center München**	Sonnenstr. 1, 80331 München, Germany	Controller	Internal cooperation with regard to the provision of the **Website**.
5.	**TAIWAN TRADE CENTER, BUDAPEST**	H-1056 Budapest, Vaci Utca 81, 1 emelet, Hungary	Controller	Internal cooperation with regard to the provision of the **Website**.

#	Name of Data Recipient	Location	Receiving Data as Controller or Processor	Short description of processing activities
6.	**Taiwan Trade Center, Milano**	Via Antonio Stradivari, 4, 20131 Milano, Italy	Controller	Internal cooperation with regard to the provision of the **Website**.
7.	**Taiwan Trade Center, Rotterdam**	Innsbruckweg 118, 3047 AH Rotterdam, The Netherlands	Controller	Internal cooperation with regard to the provision of the **Website**.
8.	**Taiwan Trade Center, Warsaw**	ul. Emilii Plater 53, 17 piętro, 00-113 Warszawa POLAND	Controller	Internal cooperation with regard to the provision of the **Website**.
9.	**Taiwan Trade Center, Bucharest**	3F, Chamber 1, Strada Buzesti 62-64, Sector 1, Bucharest, Romania	Controller	Internal cooperation with regard to the provision of the **Website**.
10.	**Taiwan Trade Center, Barcelona**	Carrer de Muntaner 239, Entlo. 4, 08021, Barcelona, España	Controller	Internal cooperation with regard to the provision of the **Website**.
11.	**Taiwan Trade Centre,**	3rd Floor, 29 Wilson St, London EC2M	Controller	Internal cooperation with

#	Name of Data Recipient	Location	Receiving Data as Controller or Processor	Short description of processing activities
	London	2SJ, UK		regard to the provision of the **Website**.
12.	Governmental agencies and regulators, courts, and government authorities	Taiwan	Controller	At request according to applicable laws.
13.	HiTRUST	Taiwan	Processor	To provide the online payment services.
14.	E.SUN Bank	Taiwan	Processor	To provide the online payment services.
15.	Paypal	Taiwan	Processor	To provide the online payment services.
16.	TAITRA	5F-7F No. 333 Section 1 Keelung Rd., Taipei City, Taiwan, R.O.C.	Controller	To provide the products you are looking for

Cookie Notice（中文版）

1. Cookies 的運用

Cookies 是伺服端為了區別使用者的不同喜好，並提供個人化功能之服務，經由瀏覽器寫入使用者硬碟的一些簡短資訊。大多數的網站可能會透過 Cookies 提供使用者相關功能服務。若您選擇不同意 Cookies 的存取，您可以透過瀏覽器的設定選擇拒絕接受 Cookies，但在您拒絕 Cookies 存取後，將無法正常使用本會網站。

為保護您的隱私權，本會將不會揭露從 Cookies 取得的資料。本會將僅依據以下目的及情況，在您的瀏覽器中寫入並讀取 Cookies :

- 為提供更佳、更個人化交易與各類服務，以方便您參與個人化的互動活動。
- 為了解使用者網頁瀏覽的習性，做為提昇服務的參考。

我們所使用的 Cookies 包含：

- 系統基本運作所需 Cookie ：為網站運作所需要的基本 Cookie，讓您可以順利瀏覽我們的網站並使用網站上的功能服務。此類 Cookie 不會收集您任何的個人資料。
- 功能 Cookie：主要用於記憶您在網站上的設定，以改善並提供您個人化的功能服務。
- 效能 Cookie：透過紀錄使用者操作經驗，幫助我們改善網站的設計效能。透過此類 Cookie，我們可以了解到網站的哪些頁面或服務功能是最多人使用，以及使用者可能遇到的系統錯誤， 並進行修正。
- 廣告行銷 Cookie：為適當提供您最適當的本會最新消息與產品資訊，透過此類 Cookie，可以讓我們與我們所合作廣告商，提供您感興趣的廣告內容。使您可以在本會所經營或其他網站看到我們所提供的廣告內容。
- 第三方 Cookie：Google Analytics，提供網站用戶追蹤，得出非個人的網站分析數據，使我們了解造訪者與網站的互動方式，以幫助我們改善網站，提供更好的性能。

2. 管理您的 Cookie 與瀏覽器設定

大多數個人電腦或行動裝置的瀏覽器均有設定自動接受網站之 Cookie 設定。如果您不接受本會所運用的 Cookie 並且希望關閉 Cookie，您可以透過所使用的瀏覽器更改 Cookie 設定。透過您瀏覽器「協助」功能，您可以了解如何調整 Cookie 設定。

如果您選擇不接受或阻擋本會的 Cookie，可能會導致您完全無法使用或僅能使用本會網站的部分功能。

Cookie Notice (English Version)

How We Use Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personal identifiable information. Examples of this type of cookie include:

Account Registration - If you create an account with us, we may use cookies for the management of the enrollment process and the general administration of the account. These cookies will usually be deleted when you log out, however in some cases they may remain afterwards to remember your site preferences when logged out.

Account Login – We use cookies when you are logged in so that we can remember this fact. This prevents you from having to log in every single time you visit a new page. These cookies are typically removed or cleared when you log out to ensure that you can only access restricted features and areas when logged in.

In some special cases we also use cookies provided by third-parties to help us to understand how you use a site and ways that we can improve your experience. These cookies may track things such as how long you spend on a site and the pages that you visit so we can continue to produce engaging content.