

## PRIVACY STATEMENT

Version as at 11/2021

Balluff Automation (Shanghai) Co., Ltd. (hereinafter referred to as "Balluff", "we", "us" or "our" in this Privacy Statement) is delighted that you are visiting our Website at [www.balluff.com.cn/en-cn](http://www.balluff.com.cn/en-cn) ("Website") and that you have shown an interest in our company. The protection of your Personal Data is very important to us.

Before you use our products and services, please be sure to read and understand this policy carefully, especially the terms and conditions highlighted in bold type or bold underlined type. Please make sure you fully understand and agree such terms and conditions before starting to use. We try to provide you with explanations of technical terms in this policy in a concise and plain way.

Using the information below, we want to inform you about the processing of your Personal Data when you visit our Website. As a PRC company, we observe applicable laws and regulations, particularly the Personal Information Protection Law (Effective on November 1).

**By using our Website, you consent to the collection, use, processing and disclosure of your Personal Data in accordance with this Privacy Statement. We have the right to amend, update, revise or change this Privacy Statement (or any part thereof) from time to time. If you do not agree to any part of this Privacy Statement, kindly cease accessing the Website.**

### 1. Who is responsible for data processing and who can I contact?

Balluff Automation (Shanghai) Co., Ltd. is responsible for the Personal Data collected via our Website. The responsible entity under PRC laws may be reached at:

Balluff Automation (Shanghai) Co., Ltd.  
China (Shanghai) Free Trade Zone Xiya Road 11,  
Fourth Floor of the C3 Site  
Pudong, 200131, Shanghai, China  
Phone +86 400 820 0016  
Fax +86 400 920 2622  
[info@balluff.com.cn](mailto:info@balluff.com.cn)  
[www.balluff.com.cn](http://www.balluff.com.cn)

Should you have any questions, suggestions or complaints relating to this Privacy Statement or our data collection practices, please contact our corporate data protection officer.

You can reach our corporate Data Protection Officer by sending an e-mail to [cindy.yang@balluff.com.cn](mailto:cindy.yang@balluff.com.cn) or a letter "for the attention of Data Protection Officer" to our postal address above or by calling via our phone number above.

We will reply to your request within 15 days. If you are not satisfied with our reply, especially if you think that our processing of personal information has damaged your legal rights and interests, you may also seek solutions by initiating legal proceedings in the court of competent jurisdiction of the place where the defendant is domiciled.

### 2. Processing of Personal Data when visiting our Website

Personal Data refers to data, whether true or not, about an individual who can be identified directly from that data; or indirectly from that data and other information to which an organisation has or is likely to have access (e.g. name, work address, function, title, e-mail address, phone/mobile number and account details) (collectively referred to as "Personal Data").

When you browse our Website for information purposes (i.e. when you do not register an account or otherwise submit any information to us), we collect your usage data which is gathered by the web analysis services used by us, like HubSpot and Matomo. You can find more information about this, in Point 6 below.

Apart from the use of our Website for purely information purposes, we offer different services which you can use if you are interested and for which you have the personal option to voluntarily disclose your Personal Data in order to utilise our services. More information can be found in the Points below.

### 3. Why We Collect Personal Data

3.1 We may use your Personal Data or information for any of the following purposes:

- to enable you and us to customize or personalize your experience of our website;
- to enable you to access and use our website, associated applications and associated social media platforms;
- to contact and communicate with you;
- for internal record keeping and administrative purposes;
- for analytics, market research and business development, including to operate and improve our website, associated applications and associated social media platforms;
- to run campaigns and/or offer additional benefits to you;
- for advertising and marketing, including to send you promotional information about our products and services and information about third parties that we consider may be of interest to you;
- to solicit your opinion or feedback on products and/or services provided;
- to manage your newsletter subscriptions; and
- to comply with our legal obligations and resolve any disputes that we may have.

## 4. Disclosure of your Personal Data

**We may disclose your Personal Data or information to the following entities only to the extent the same is required for us to provide you services on our behalf:**

- 4.1 Affiliates  
Balluff GmbH and its family of companies. **This may include the transmission of your Personal Data to servers out of PRC and disclosure of your Personal Data in other countries than PRC.** When we transfer your personal data to other countries/regions, we will evaluate and protect that the personal data as described in this statement or as otherwise disclosed to you at the time the data is collected (e.g. via privacy notice or supplementary statement of specific product or service).
- 4.2 Business Partners  
We also may disclose your information to entities that provide services for or on behalf of us, such as companies that run service centres, maintain this Website, to perform data integrity checks, to provide website optimisation services, to deliver advertisements on this Website, to send mail or email, and/or to provide customer service. These entities are limited in their ability to use your information for purposes other than providing services for us and are required by contract to use any information we share with them only to perform services to us or on our behalf and to protect the confidentiality of your Personal Data or information.
- 4.3 Other Parties  
There may be instances when we disclose your information to other parties:
- to comply with the law or respond to compulsory legal process (e.g. court orders or enforcement authorities);
  - to verify or enforce compliance with the applicable laws and regulations;
  - to protect our rights and property or any of our respective affiliates, business partners, or customers to the extent permitted by law;
  - as part of a merger or transfer, or in the event of a bankruptcy when purpose of data collection remains unchanged;
  - when you consent to or request such sharing; and
  - when we anonymize the data.

**When we disclose your Personal Data to our affiliates, business partners, and other parties, this will mean that your Personal Data may be transferred to countries outside PRC, which have no comparable level of data protection so that an appropriate protection level is not guaranteed.**

If this is the case, we ensure that data protection is sufficiently guaranteed. This is possible through binding company rules, standard contractual terms on the protection of personal data, certificates, or recognized codes of conduct. Please contact our Data Protection Officer if you would like more information on this topic.

**Please note that particularly in the case of transmission to the USA there is a risk that your data may be processed by US authorities for control and monitoring purposes. But we will request your consent to cross border transfer of personal sensitive data or enforce data anonymization before crossing border.**

## 5. Use of Cookies

Cookies are required to use the Balluff website. A cookie is a small file that can be stored on your computer when you visit a website. Every time you load our website, your browser checks if a cookie associated with our website exists (i.e. contains the name of our website). If it does, your browser sends the information saved in this cookie back to our website. This allows our website to recognize that it had already been opened in this browser before, and some of the displayed content may vary based on this information.

Cookies are generally stored in order to optimize and personalize page design, offer users additional features, increase loading speed, and for statistical purposes. With the use of cookies, we furthermore can offer you products and services that we think may be of interest to you. You can block or delete the cookies from this site. However, this action can prevent some of the website features from working properly.

**Please note: None of the cookies used on our website collect information that can be used to identify you personally.**

You can block or delete cookies in the browser settings. In order to manage cookies, most browsers allow you to accept or reject all cookies, or to accept only specific types of cookies. You can also adjust your settings so you will be asked every time a website wants to store a cookie. The ways in which you can specifically manage and delete cookies depend on your particular browser. Every browser differs in this respect. To find out, you can simply use the integrated help function in your browser.

Alternatively, you can find additional information regarding various browsers here.

[Internet Explorer](#)

[Edge](#)

[Firefox](#)

[Safari](#)

[Google Chrome](#)

We use the following types of cookies, whose scope and operating principle are explained below:

- transient cookies (see 5.1)
  - persistent cookies (see 5.2)
- 5.1 Transient cookies  
Transient cookies are automatically deleted when you close the browser. They include, in particular, session cookies. They save a session ID which can be used to assign different queries from your browser to the joint session. As a result, your computer can be recognized when you return to our website. The session cookies are deleted when you log out or close the browser.
- 5.2 Persistent cookies  
Persistent cookies are automatically deleted after a specified time which may vary depending on the cookie. You can delete the cookies in the security settings of your browser at any time. You can configure your browser setting according to your wishes and refuse the acceptance of third-party cookies or all cookies. Click on the 'HELP' feature in your browser if you want to find out more about this.
- Please note that you may not be able to use all features on the Website if you block or delete cookies.**

**We use cookies in order to be able to identify you for subsequent visits if you have an account with us. Otherwise, you have to log in each time you visit our Website.**

The flash cookies used are not collected by your browser, but by your flash plug-in. We also use HTML5 storage objects that are placed on your end device. These objects store the necessary data irrespective of the browser used by you and have no automatic expiration date. If you do not want to allow the processing of flash cookies, you have to install a corresponding add-on, e.g. BetterPrivacy for Mozilla Firefox or the Adobe Flash Killer Cookie for Google Chrome. You can prevent the use of HTML5 storage objects by setting your browser to privacy mode. We also recommend you manually delete your cookies and the browser history on a regular basis.

## 5.3 Cookie Details

We use the following cookies on our website:

Name	Description/Purpose	Runtime	Cookie Type
<b>laravel_session</b> (Balluff Webshop)	<b>Identification of online shop user sessions</b> Used for online shop logon and user sessions. The cookie identifies online shop users in order to correctly assign the shopping carts.	5 days	Necessary
<b>XSRF-TOKEN</b> (Balluff Webshop)	<b>Security in the online shop</b> Protection against cross-site request forgery does not contain any personal data.	5 days	Necessary
<b>session</b> (Balluff Webshop)	Is used by the webshop to identify a session	1 day	Necessary
<b>auth_token</b> (Balluff Webshop)	Is used by the webshop to identify a session	1 day	Necessary
<b>auth_uid</b> (Balluff Webshop)	Is used by the webshop to identify a session	1 day	Necessary
<b>external_access</b> (Balluff Webshop)	Is used by the webshop to identify a session	1 day	Necessary
<b>last_cart_count</b> (Balluff Webshop)	Used by the webshop to cache the number of products in the shopping cart	6 months	Necessary
<b>myballuff</b> (Balluff Webshop)	Used by the My Balluff portal to identify a session	1 month	Necessary
<b>__hs_opt_out</b> (HubSpot)	Is used by HubSpot to remember your cookie settings.	13 months	Necessary
<b>__hs_initial_opt_in</b> (HubSpot)	Is used by HubSpot to prevent the cookie banner from always displaying when visitors are browsing in strict mode.	7 days	Necessary
<b>__hs_cookie_cat_pref</b> (HubSpot)	Is used by HubSpot to record the categories a visitor consented to.	13 months	Necessary
<b>&lt;id&gt;_key</b> (HubSpot)	When visiting a password-protected page, this cookie is set by HubSpot so future visits to the page from the same browser do not require login again.	14 days	Necessary
<b>hs-messages-is-open</b> (HubSpot)	Is used by HubSpot to determine and save whether the chat widget is open for future visits.	30 minutes	Necessary
<b>hs-messages-hide-welcome-message</b> (HubSpot)	Is used by HubSpot to prevent the chat widget welcome message from appearing again for one day after it is dismissed	1 day	Necessary
<b>__hsmem</b> (HubSpot)	Is used to identify HubSpot membership users (mostly Balluff sales representatives) when they are currently logged in	1 year	Necessary
<b>hs-membership-csrf</b> (HubSpot)	Is used by HubSpot to ensure that content membership logins cannot be forged.	Session	Necessary
<b>hs_langswitcher_choice</b> (HubSpot)	Is used by HubSpot to save the visitor's selected language choice when viewing pages in multiple languages	2 years	Necessary
<b>__cfuid</b> (Cloudflare)	Is used by Cloudflare to limit demand rate.	Session	Necessary
<b>__hstc</b> (HubSpot)	Is used by HubSpot for tracking visitors and contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).	13 months	Analytical & Comfort
<b>Hubspotutk</b> (HubSpot)	Is used by HubSpot for keeping track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts.	13 months	Analytical & Comfort
<b>__hssc</b> (HubSpot)	Is used by HubSpot to keep track of sessions. It contains the domain, viewCount (increments each pageView in a session), and session start timestamp.	30 minutes	Analytical & Comfort
<b>__hssrc</b> (HubSpot)	Is used by HubSpot to determine a session.	Session	Analytical & Comfort

<b>messagesUtk</b> (HubSpot)	Is used by HubSpot to associate a cookie browser with a chat.	13 months	Analytical & Comfort
<b>_pk_ref</b> (Matomo)	Is used by Matomo to store the attribution information, the referrer initially used to visit the website.	6 months	Necessary
<b>_pk_cvar</b> (Matomo)	Is used by Matomo to temporarily store data for the visit.	30 minutes	Necessary
<b>_pk_id</b> (Matomo)	Is used by Matomo to store a few details about the user such as the unique visitor ID.	13 months	Necessary
<b>_pk_ses</b> (Matomo)	Is used by Matomo to temporarily store data for the visit.	30 minutes	Necessary
<b>_pk_testcookie</b> (Matomo)	Is used by Matomo to check whether the visitor's browser supports cookies.	<1 second	Necessary
<b>_pk_hsr</b> (Matomo)	Is used by Matomo to temporarily store data for the visit.	30 minutes	Necessary

## Necessary Cookies

These cookies are necessary for the operation of the site. They help to make the website usable and enable security-relevant functionalities. Without these cookies the website cannot function properly.

## Analytical & Comfort Cookies

These cookies provide us with information about which areas of our website are used. For this purpose we collect statistical data without personal reference. They allow us to continuously develop, to adapt the contents to your needs and to use networks for the targeted promotion of our products.

They furthermore enable us to display your personalized content according to your interests and make the site easier to use. We support you by saving your settings.

You can opt-in HubSpot cookies in the cookie banner. Please refer to 7. and 8. below on how to opt-out other cookies.

## 6. Online marketing and digital communication with HubSpot

We use the HubSpot marketing automation software of the American company HubSpot Inc., 2nd Floor 30 North Wall Quay, Dublin 1, Ireland (hereinafter referred to as "HubSpot") for both our website [www.balluff.com.cn](http://www.balluff.com.cn), our blog [blog.innovatingautomation.asia/](http://blog.innovatingautomation.asia/) and our knowledge base [kb.innovatingautomation.asia/](http://kb.innovatingautomation.asia/). HubSpot is an integrated software solution by which we cover different aspects of our digital marketing, sales, and customer relation management. Furthermore, we use the tool for analytical purposes of our web offer to optimize it and to offer you the best possible and user-friendly service.

We use HubSpot for:

- Contacting us through the contact form or live-chat box
- Sending newsletters
- Content management for our blog
- Subscription to blog updates
- Creating landing pages which are used as part of an advertising campaign and contain interaction possibilities such as contacting or download of white papers
- Social media linking and social media sharing
- Evaluating the usage of our web pages (e.g. access, pages visited, dwelling time, etc.) as well as for evaluating the usage of our newsletter (opening rate, click rate, unsubscribe, etc.)

Your personal data which you provide, e.g. when using our contact form, live chat or download form, are stored on the servers of our software and hosting partner HubSpot in the USA.

**Please note that particularly in the case of transmission to the USA there is a risk that your data may be processed by US authorities for control and monitoring purposes. But we will request your consent to cross border transfer of personal sensitive data or enforce data anonymization before crossing border.**

Of course, HubSpot also uses "cookies" which are saved on your computer and allow us to analyse your usage of the website. The information gathered (e.g. IP address, **geographical location**, type of browser, duration of the visit and **pages viewed**) is evaluated by HubSpot on our behalf so that we can generate reports on the visit and the pages viewed and can therefore improve our online presence. If you generally do not want HubSpot to record your activities on our website and our blog, you can opt-out in the cookie message appearing during the first visit to our pages.

More information on HubSpot's data protection regulations can be found [here](#).

More information on the cookies used by HubSpot can be found [here](#).

### 6.1 Forms on landing pages and newsletter marketing

Our product-specific landing pages include forms which you can use for fast electronic contacting or for downloading brochures/white papers. Our legitimate interest in processing your data, is to communicate with you and to answer your inquiries in a fast way. **If you provide us with your personal data using the contact form, these data are always disclosed on an explicitly voluntary basis.**

The following data can be collected on a mandatory basis, when using the contact form, download form or the live-chat box:

- Your first and last name, e-mail address, phone number, title (Mr./ Mrs.), job function, industry, company and country can be mandatory items to process your request and send you an answer.

Technical data collected:

- IP address, Time of subscription and webform used for the subscription.

Your personal data will not be passed on to any unauthorized third parties. The data is stored in our marketing automation tool HubSpot. Every newsletter contains an unsubscribe link. Furthermore, you can always send an e-mail to [cindy.yang@balluff.com.cn](mailto:cindy.yang@balluff.com.cn) and inform us to withdraw your consent to the processing of your data.

## 6.2 Blog and updates

You can register for a blog update with your e-mail address. This means that we send you e-mails with your preferred receiving frequency each month with posts from [blog.innovatingautomation.asia/](http://blog.innovatingautomation.asia/).

**If you provide us with your personal data by subscribing to the blog update, these data are always disclosed on an explicitly voluntary basis.** You always have the possibility to withdraw your consent to the processing of your data via e-mail to us to [cindy.yang@balluff.com.cn](mailto:cindy.yang@balluff.com.cn).

## 6.3 Newsletters

To keep you up to date about our company and products, we offer newsletters to different topics:

- Service E-Mails
- Industry News
- Balluff News (Company/ Marketing/ Application/ Products)
- Innovating Automation News
- Sales and Offer Emails
- Blog News

Only your e-mail address is required for sending the newsletters. **The disclosure of other, separately marked data is voluntary and is used to be able to address you personally.**

You may revoke your consent at any time. This can be done by clicking on the link in every newsletter e-mail or sending an e-mail to [cindy.yang@balluff.com.cn](mailto:cindy.yang@balluff.com.cn).

For sending the newsletter we make use of HubSpot, who has been bound by us to comply with the PRC data protection laws. Our e-mail newsletters may contain links which lead you to special Balluff websites. In this way we can measure the effectiveness of marketing initiatives. The newsletters may also contain links to third-party websites. After you unsubscribe, we shall block your data given in this context so that you no longer receive any newsletters from us in the future.

## 6.4 Live Chat

If you want to receive direct information or help on our products, services, or other information about Balluff, you have the option to contact us directly and quickly via the Chat feature on our Website (at certain times). To take part in the live chat, we require your name, e-mail address and job function. **If you share other Personal Data with us during the live chat, this information is provided on a voluntary basis.**

## 6.5 Analytical data and reporting

Using HubSpot we can carry out the following analytical collections and evaluations, among other things:

- Activity on our web pages and our blog
- Number of page views and dwelling time of website visitor
- Click path of the respective visitor
- Downloads of files provided via the website
- Visits to landing pages
- Opening rates of e-mails from newsletters and campaigns

By using the website or blog you declare your consent to the collection of analytical data. You can always unsubscribe from the HubSpot tracking using the opt-out button in the cookie message.

## 6.6 HubSpot logfiles

Whenever calling up websites/landing pages created using HubSpot, HubSpot automatically generates so-called logfiles. Among other things, the logfiles can contain the following information: **IP address, browser type, domain names, internet service provider (ISP), the files viewed on our site (e.g., HTML pages, graphics, etc.), operating system, clickstream data, access times and referring website addresses.** This information is used by HubSpot to provide general statistics regarding use of the Websites. For these purposes, **we do link this automatically-collected data to other Personal Information such as name, email address, address, and phone number.**

## 6.7 Parlay

We use Parlay (iClick Data Technology (Beijing) Ltd) to integrate personal information from Wechat subscribers in Hubspot.

## 7. Use of Matomo

This website uses the web analysis service software Matomo ([www.matomo.org](http://www.matomo.org)), a service provided by InnoCraft Ltd., 150 Willis St, 6011 Wellington, New Zealand, to collect and store data on the basis of our legitimate interest in statistically analyzing user behavior for optimization and marketing purposes. This data may be used to create and analyze pseudonymous user profiles for the same purpose. Cookies may be used for this purpose. Cookies are small text files that are stored locally in the buffer of the page visitor's web browser. Among other things, cookies make it possible to recognize the web browser. The data collected using Matomo's technology (including your pseudonymized IP address) is processed on our servers. The information generated by the cookie in the pseudonymous user profile is not used to personally identify the visitor to this website and is not combined with any Personal Data about the bearer of the pseudonym. You can configure your browser settings according to your wishes and refuse the acceptance of such cookie.

## 8. Other features and offers of our Website

Apart from using our Website for purely informative purposes, we also offer different services that you can use if you are interested. For this purpose, you generally have to provide Personal Data which we use to provide the respective service and for which the principles of data processing apply.

Sometimes we use external service providers to operate our Website and the associated processes. We concluded a contract on the processing in accordance with instructions with the processors, which ensures that your Personal Data is processed for a specific purpose and not disclosed further.

If your data has to be processed by a provider in a country without corresponding data protection law, the processing is protected by written contracts ensuring that the parties with whom we shall be sharing your Personal Data or information shall maintain the same or greater level of data protection and security as adhered by us.

Our Website also uses features of **other service providers**. You are redirected to the actual website of the service provider for their use. You are informed accordingly before the redirect. You can view the respective privacy statements on the websites of the service providers.

**As the offers of these service providers are made under their own name and for their own purposes, Balluff is unable to influence these offers or assume responsibility for the respective offers.**

## 8.1 Use of our Online Shop

When you use our online shop, we process your data within the scope of the order process and for the purpose of performance of the contract concluded between us. For this purpose, we process the following types of data provided to us by you:

- Delivery information such as your title, first and last name, address and company phone;
- Your e-mail address;
- Your department and company's industry

For the processing of the contracts necessary mandatory details are marked separately, other information is voluntary. In the case that your data is incorrect, you have the right to request correction of the incorrect data via our data protection officer:

Cindy Yang  
[cindy.yang@balluff.com.cn](mailto:cindy.yang@balluff.com.cn)

The ordering process is encrypted using SSL technology to prevent unauthorized access by third parties to your personal data. Unless otherwise required by law, we store your data for the period necessary for the performance of the contract. We may also keep your data for a longer period in case of outstanding claims and ongoing disputes over the contract.

In order to fulfil the contractual obligations, we share your data that are necessary to deliver your order with delivery suppliers.

You can voluntarily create a customer account via which we can save your data for further purchases. When creating an account, the data specified by you is saved until further notice. You can always correct the erroneous data or delete your data that we are not under a legal obligation to store in the customer area. After the checkout we conduct an anonymous survey. This can be completed on a voluntary basis. No personal data is processed. This survey includes a satisfaction rating and a comments section. The aim is to further develop the online shop and improve customer satisfaction.

## 8.2 Use of social media icons

We have configured social media icons on our Website. You can reach the following social media platforms with a simple mouse click including LinkedIn. When you visit our Website, in principle no Personal Data is forwarded to the providers. You can recognize the providers of the platforms by the logo. We give you the option to reach their website directly via the icon in Balluff posts.

**We have no influence on the collected data and data processing methods nor are we aware of the full extent of the data collection, the purposes of the processing, and the storage periods. We also have no information on the deletion.**

By clicking on the icon we give you the option of obtaining information from Balluff on the respective platform.

Below you can find the addresses of the social media platforms where you can view their privacy statements.

- LinkedIn Corporation, 2029 Stierlin Court, Mountain View, California 94043, USA; [www.linkedin.com/legal/privacy-policy](http://www.linkedin.com/legal/privacy-policy). LinkedIn is subject to the EU-US Privacy Shield, [www.privacyshield.gov/EU-US-Framework](http://www.privacyshield.gov/EU-US-Framework).
- WeChat International Pte. Ltd., Tencent International Service Pte. Ltd., Tenpay Payment Technology Co., Ltd. [https://www.wechat.com/en/privacy\\_policy.html](https://www.wechat.com/en/privacy_policy.html)
- Weibo, 8/F, QIHAO Plaza, No. 8 Xinyuan S. Road, Chaoyang District, Beijing 100027, People's Republic of China, <https://m.weibo.cn/page/647?entry=client>
- Youku, Youku Tudou Inc. SinoSteel Plaza, 11th floor, 8 Haidian Street, Haidian District, Beijing, 100080 China, written in Chinese at <https://h5.m.youku.com/app/flsm.html>

## 8.3 CAD drawings/3D models

On our Website we offer you the option of downloading CAD drawings/3D models. To this end, we utilize the service of the external provider CADENAS GmbH, to whose website you are redirected. The Personal Data that you disclose on this occasion is further processed by CADENAS GmbH. You can find information about the processing by CADENAS GmbH in its privacy statement.

## 8.4 Career portal

Our Website informs you about vacancies in Balluff. **If you share any Personal Data with us, this information is provided on a voluntary basis.**

**We shall delete the data generated in conjunction with this after the storage is no longer required and no legal retention periods prevent the deletion.**

## 8.5 Contact function

On our Website there is a contact us function. **If you share with us with any Personal Data such as your contact details, this information is provided on a voluntary basis.**

**We shall delete the data generated in conjunction with this after the storage is no longer required and no legal retention periods prevent the deletion.**

## 8.6 Links to other Websites

**Our web pages may contain hyperlinks to other websites which are not operated by us. We do not monitor these websites and do not assume any responsibility for their contents nor their treatment of personal data.**

## 9. Security Measures

We provide security measures to prevent your information from loss, improper use, unauthorized access or disclosure. We will use various security measures [e.g. anonymization processing, strict access control] to safeguard the security of information at a reasonable security level.

We have established a special management system, process and organization to ensure information security.

In case of personal information leakage and other security incidents, we will activate the contingency plan to prevent the expansion of security incidents, and to push notice, announcement and other forms to inform you.

## 10. Privacy of children

**If you are a minor under the age of 18, you shall obtain the consent of your guardian before using our products and/or services. We shall protect minors' personal information according to the relevant PRC laws and regulations.**

**We do not knowingly collect any Personal Information from children under the age of 14. If you are under the age of 14, please do not submit any Personal Information through our Website or Service. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce this Policy by instructing their children never to provide Personal Information through our Website or Service without their permission.**

If you have reason to believe that a child under the age of 14 has provided Personal Information to us through our Website or Service, please contact us. **You must also be old enough to consent to the processing of your Personal Information in your country (in some countries we may allow your parent or guardian to do so on your behalf).**

## 11. Duration of storage

We shall only store your Personal Data for as long as is required for the intended purpose of data collection, or as required by law to which we are subject.

## 12. Objection to processing of your data or revocation of consent

You may revoke your consent for the processing of your data at any time for future effect by sending your notice of revocation to [cindy.yang@balluff.com.cn](mailto:cindy.yang@balluff.com.cn). **Please note that we may be legally bound to continue to store the data despite receipt of the objection or cancellation.**

## 13. Changes to the Privacy Statement

Due to the dynamic nature of the Internet offer and possible legislative amendments, it may be necessary to adapt our Privacy Statement from time to time. **Therefore, you should always take note of the current version of our Privacy Statement.**

**Your continued use of our Website or services after we make any modifications to the Privacy Statement constitutes your acknowledgement of the modifications and your consent to abide and be bound by the modified Privacy Statement.**

**However, we will not limit your rights under this Policy without your express consent.**

## 14. Governing Law

**This Privacy Statement shall be governed by the laws of the People's Republic of China. Further, it is irrevocably and unconditionally agreed that the Courts of People's Republic of China shall have exclusive jurisdiction in relation to any claims, disputes or proceedings.**

Balluff Automation (Shanghai) Co., Ltd.  
China (Shanghai) Free Trade Zone Xiya Road 11,  
Fourth Floor of the C3 Site  
Pudong, 200131, Shanghai, China  
Phone +86 400 820 0016  
[info@balluff.com.cn](mailto:info@balluff.com.cn)  
<https://www.balluff.com.cn>