



客戶服務活動

Customer Service Activities

– 隱私聲明 –

– Privacy Statement –

在下文中，台灣拜耳股份有限公司，台北市信義區信義路五段 7 號 53 樓，希望向您提供有關我們如何在您的客戶服務活動中處理個人資料的資訊。

In the following Bayer Taiwan Company Ltd., 53F., No. 7, Sec. 5, Xinyi Rd., Xinyi Dist., Taipei City 110615, Taiwan, wishes to provide you with information on how we handle your personal data in the context of your customer service activities.

A. 處理個人資料的目的和資料類別

Purposes of processing your personal data and data categories

I. 客戶/財務服務的一般查詢

General inquiries to our customer / financial service

當您透過電話、電子郵件、傳真或信件聯絡我們時，我們會處理您的電子郵件地址或電話號碼、您向我們提供的資料（例如您在電郵頁尾中提供的姓名和聯絡資料詳情，包括地址或部門資料）、訊息或任何電郵附件的內容以及通訊的元數據（例如時間戳記、IP 位址、郵件使用者代理、傳輸所使用的伺服器、電話號碼、電話分機、電話類型等）。此外，我們還會對您聯絡我們的原因進行分類（例如要求提交新訂單、要求查詢訂單的發貨狀態、要求提供發票副本、帳戶結單等）。我們使用這些個人資料來與您有效通訊。

When you communicate with us via phone, email, fax or letter, we process your email address or phone number, the information you provide to us (e.g. your name and further contact information provided in your email footer, such as address or department information), the content of your message or any email-attachments as well as the meta data of the communication (e.g. time stamp, IP address, mail user agents, servers used in transit, phone number, phone extension, type of phone, etc.). In addition to this, we will classify the reason why you contacted us (e.g. request to place a new order, request on shipment status of an order, request for invoice copies, account statements, etc.). We use this personal data to be able to efficiently communicate with you.

就一般查詢處理的個人資料（例如有關您的訂單或送貨時間的問題）的法律依據是《一般資料保護條例》第 6(1)(b)，但可能會視乎您聯絡我們的目的而有所不同。



The legal basis for processing your personal data for general inquiries (such as questions regarding your order or delivery times) is Art. 6(1)(b) General Data Protection Regulation (GDPR) but may vary depending on the purpose you are contacting us.

II. 訂單處理

Order Processing

如果您透過電話、電郵、傳真或信件向我們的客戶服務部提交訂單，我們會將您作為訂單要求者的個人資料提交至我們的訂單管理和客戶關係管理(CRM)系統：

If you place an order with our customer service via phone, email, fax or letter, we submit your personal data as order requester into our order management and Customer Relation Management (CRM) systems:

- **處理您的訂單並為您提供服務**

Process your order and deliver service to you:

為了能夠處理您提交的任何訂單，包括處理您的付款、建立發票和為您安排發貨，我們可能需要處理以下有關您的個人資料：

- 聯絡資料（例如您的姓名、地址、電話/傳真/手機號碼、電郵或其他網上聯絡資料）；
- 銀行資料（例如信用卡資料、銀行帳戶資料）

To be able to process any purchase order you make, which includes processing your payment, creating an invoice and organizing shipment to you, we may need to process the following personal data from you:

- Contact information (e.g. your name, address, phone/fax/mobile-number, e-mail or other online contact information);
- Banking information (e.g. credit card information, bank account information)

- **購買記錄和我們的客戶關係管理系統**

Purchase history and our CRM system:



我們設有客戶關係管理系統來儲存您購買記錄中的聯絡資料。我們使用這些資料來加深了解您的興趣，以及向您介紹您可能感興趣的產品和服務。此外，我們還能夠在您有需要時為您提供更好的支援。

We maintain a CRM system where we store your contact information any your purchase history. We use this information to better understand your interests and inform you about our products and services that might interest you as well. Furthermore, this enables us to better provide you with support in case you might need it.

- **使用帳戶購買時的信用檢查**

Credit check if you purchase on account:

如果您選擇使用帳戶付款，我們會進行信用檢查以保障我們免受拖欠付款的影響。詳情請參閱下表。

If you choose to pay on account, we perform a credit check to protect us against payment defaults. For more details, please refer to the table below.

III. 改善我們的服務 Improving our services

為改善我們的服務，我們可能會使用您的電子郵件地址來徵詢您的意見（例如關於客戶/財務服務、送貨時間、送貨質素和發票的準確程度）。您可以隨時發送電子郵件至 dataprivacy.customerexperience@bayer.com 選擇不使用您的電子郵件地址蒐集意見。

To improve our services, we may use your email-address to ask for your feedback (e.g. regarding customer / financial service, on delivery time, quality of the delivery and accuracy of invoicing). You may at any time object to the use of your email-address for the purposes of collecting your feedback by sending an email to dataprivacy.customerexperience@bayer.com.

基於品質考慮，我們可能會記錄您向客戶服務人員提出的查詢。然而，我們必須根據《一般資料保護條例》第 6(1)(b)取得您的明確同意。

For quality purposes we might record your inquiry addressed to our customer service staff. However, this is subject to your explicit consent, according to Art. 6(1)(a) GDPR.

概覽：下表總結了我們對您個人資料的處理，包括資料處理的相應法律依據，亦說明了我們的合法利益（如適用）。



Overview: In the table below, we summarize our processing of your personal data, including the respective legal bases for data processing. We also explain our legitimate interests where appropriate.

目的 Purpose	法律基礎 Legal basis	說明 Explanation	提交所需個人資料 Provision of personal data required	未能提供個人資料的後果 Consequences of failure to provide personal data
處理您的訂單並為您提供服務 Process your purchase order and deliver service to you	《一般資料保護條例》 第 6(1)(b)條 Art. 6(1)(b) General Data Protection Regulation (GDPR)	與您簽訂合約所需的個人資料 Personal data necessary for the performance of a contract with you.	是 Yes	我們無法處理您的訂單 We are not able to process your purchase order
購買記錄和我們的客戶關係管理系統 Purchase history and our CRM system	《一般資料保護條例》 第 6(1)(f)條 Art. 6(1)(f) GDPR	我們的合法利益乃基於我們管理客戶關係和確保業務成功的需要 Our legitimate interest is based on our need to be able to manage our customer relations and to secure a successful business.	否 No	我們無法向您傳送自訂資訊 We cannot send you customized information
使用帳戶購買時的信用檢查 Credit check if you purchase on account	《一般資料保護條例》 第 6(1)(f) 條 Art. 6(1)(f) GDPR	我們的合法利益乃基於我們希望保障我們免受拖欠付款的影響 Our legitimate interest is based on the fact that	否 No	您無法使用帳戶付款的方式，而在這情況下您需要提前付款 You are not able to use the payment method payment



		we would like to protect us against payment defaults.		on account, in which case you need to pay in advance
蒐集您的意見以改善我們的服務 Collect your feedback in order to improve our services	《一般資料保護條例》 第 6(1)(f) 條 Art. 6(1)(f) GDPR	我們有合法利益向客戶詢問有關我們產品和服務的意見 We have a legitimate interest to ask our customers how our products and services were perceived	否 No	我們無法蒐集您的意見以改進服務 We are not able to collect your feedback to improve our services
確保我們的服務品質 Ensure quality of our services	《一般資料保護條例》 第 6(a) 條 Art. 6(1)(a) GDPR	在您同意的情况下，我們會在服務中心對您的通話進行錄音，以確保我們的服務品質 Subject to your consent, we record your calls with our service center to ensure high quality of our services.	No	我們無法從服務營運中學習以改善服務 We cannot learn from the service operation to improve our services.

IV. 關於副作用和品質投訴的資料 Information on side effects and quality complaints

客戶/財務服務不適用於有關副作用、缺乏治療效果、用藥錯誤、水貨產品/假藥、不正確或非適應症用藥、品質投訴及/或拜耳產品其他安全或質素問題的通訊。如要報告副作用或提出品質投訴，請聯絡您的專業醫護人員（例如醫生或藥劑師）、您當地的衛生當局，或使用我們的 <http://pharma.bayer.com/en/treatment-care/report-a-side-effect> 報告不良副作用。

The customer / financial service is not intended for communications regarding side effects, lack of therapeutic effect, medication errors, grey market products/counterfeit medicine, incorrect or off-label



use, quality complaints and/or other issues regarding the safety or quality of Bayer products. If you wish to report side effects or make a quality complaint, please contact your health care professional (e.g. physician or pharmacist), your local health authority, or use our <http://pharma.bayer.com/en/treatment-care/report-a-side-effect> for the report of undesirable side effects.

如您向我們報告與拜耳產品的安全或質素有關的不良副作用或其他問題，我們將有法律義務處理您的通訊，亦可能必須聯絡您以澄清情況。隨後，我們可能必須將您報告的問題通知主管衛生當局。在此情況下，我們會將您的資料以化名形式轉發，即不會傳遞任何可直接識別您身份的資料。我們亦可能必須將這些化名通知轉發給我們的集團公司和合作夥伴，但前提是他們同樣有義務通知其各自的主管衛生當局。

If you nevertheless report to us undesirable side effects or other issues regarding the safety or quality of Bayer products, we will be legally bound to deal with your communication and may have to contact you for clarification purposes. Subsequently, we may have to notify the competent health authorities of the issues reported by you. In this context, your information will be forwarded in pseudonymized form, i.e. no information by which you may be directly identified will be passed on. We may also have to forward these pseudonymized notifications to our group companies and cooperation partners, to the extent these are likewise obliged to notify their respectively competent health authorities.

B. 個人資料的保留期限 Retention period for personal data

您在客戶服務活動中的個人資料會儲存 10 年。儲存時間可能需要延長，例如，根據適用稅務法例履行我們的法定存檔義務。電子郵件的一般保留期為四年。

Your personal data in the context of customer service activities will be stored for 10 years. This period may need to be prolonged e.g. to fulfill legal archiving duties we have according to applicable tax laws. The general retention period for emails is four years.

C. 個人資料的傳輸 Transfer of personal data

I. 委託處理個人資料 Commissioned Processing

對於客戶服務活動，我們將在某程度上使用專業服務承包商作為我們的資料處理方。此類服務承包商由我們謹慎挑選並定期監控。他們只會根據我們的指示並在適當的資料處理協議基礎上處理個人資料。



In the context of customer service activities, we will to some extent use specialized service contractors who act as our data processors. Such service contractors are carefully selected and regularly monitored by us. They will only process personal data in accordance with our instructions and on the basis of an appropriate data processing agreement.

為支援我們大部分客戶服務活動，我們選用 Accenture Services GmbH, Campus: Kronberg 1, 61476 Kronberg i. Taunus, Germany。

To support a majority of our customer service activities, we have chosen Accenture Services GmbH, Campus Kronberg 1, 61476 Kronberg i. Taunus, Germany.

II. 第三方 **Third Parties**

此外，我們可能會為處理個人資料的**第三方的**業務目的與其分享個人資料，作為整體客戶服務活動的一部分，例如物流服務供應商。此類第三方不會根據我們的指示處理個人資料，但會自行負責確保遵守資料隱私要求。

Furthermore, we may share personal data **with third parties** that process personal data as part of their business purposes that are part of the overall customer service activities, for example logistic service providers. Such third parties do not process personal data according to our instructions but will ensure compliance with data privacy requirements in own responsibility.

III. 歐洲經濟區以外的資料處理 **Processing of data outside the European Economic Area**

您的個人資料可能會傳輸到歐盟委員會尚未確定能確保提供足夠資料保護水平的國家/地區。在這種情況下，我們會採取適當的保護措施來符合此類傳輸的《一般資料保護條例》要求，其中可能包括歐盟委員會提供的標準資料保護條款。您可使用下列聯絡方式聯絡我們的資料私隱專員以獲取有關副本。

Your personal data may be transferred to a country for which the European Commission has not decided that it ensures an adequate level of data protection. In such cases, we apply appropriate safeguards to meet GDPR requirements for such transfers. These may include the standard data protection clauses as provided by the European Commission. You can obtain a copy of them by contacting our Data Privacy Officer using the contact details set out below.

D. 關於您的權利的資訊 **Information regarding your rights**



根據適用的個人資料保護法，您通常可行使以下權利 The following rights are in general available to you according to applicable data privacy laws:

- 關於我們儲存您的個人資料的知情權 Right of information about your personal data stored by us;
- 要求更正、刪除或限制處理您的個人資料的權利 Right to request the correction, deletion or restricted processing of your personal data;
- 反對我們出於自己的合法利益、公共利益或保留記錄的原因處理資料的權利，除非我們能證明該處理是強制性、有信服力的理由以取代您的利益、權利和自由，又或者為了維護、行使或辯護法律索償之目的 Right to object to a processing for reasons of our own legitimate interest, public interest, or profiling , unless we are able to proof that compelling, warranted reasons superseding your interests, rights and freedom exist, or that such processing is done for purposes of the assertion, exercise or defense of legal claims;
- 可攜帶資料的權利 Right to data portability;
- 向資料保護當局提出投訴的權利 Right to file a complaint with a data protection authority;
- 您可隨時撤銷對收集、處理和使用您的個人資料的同意。詳情請參閱上述有關 根據您的同意處理資料的章節 You may at any time with future effect revoke your consent to the collection, processing and use of your personal data. For further information please refer to the chapters above describing the processing of data based on your consent.

如希望行使您的權利，請使用以下聯絡方式傳送您的要求。If you wish to exercise your rights, please address your request to the contact indicated below.

E. 聯絡 Contact

如果您對資料私隱有任何疑問，請傳送電子郵件至 dataprivacy.tw@bayer.com 或透過以下地址聯絡我們公司的資料保護專員：

For any questions you may have with respect to data privacy, please write an e-mail to dataprivacy.tw@bayer.com or contact our company data protection officer at the following address:

台灣拜耳股份有限公司 (LPC 部門)

Bayer Taiwan Company Ltd. (LPC)



台北市信義區信義路五段 7 號 53 樓

53F., No. 7, Sec. 5, Xinyi Rd., Xinyi Dist., Taipei City 110615, Taiwan

F. 隱私聲明的修訂 Amendment of Privacy Statement

我們可能會不時更新我們的私隱聲明。將在本網站發佈私隱聲明更新。任何修改一經在我們的網站發佈，立即生效。因此，我們建議您定期瀏覽網站，以隨時了解可能的更新。

We may update our Privacy Statement from time to time. Updates of our Privacy Statement will be published on this Website. Any amendments become effective upon publication on our Website. We therefore recommend that you regularly visit the site to keep yourself informed on possible updates.

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