

Privacy Notice Template	隐私声明模板
This Privacy Notice provides you, the data subject, with the essential details you need to understand how “we”, [company name], collect and process your personal data.	本隐私声明为您提供（数据主体）提供您了解“我们 [公司名称] 如何收集和處理您的个人数据所需的关键信息。
Who are we?	我们是谁？
<ul style="list-style-type: none"> <li>Describe who [company name] is, the core activities, why you process and collect personal data</li> <li>Data processor or data controller?</li> </ul>	<ul style="list-style-type: none"> <li>描述 [公司名称] 是谁、核心活动以及您为何处理和收集个人数据</li> <li>数据处理者或数据控制者？</li> </ul>
What personal data do we process about you, and why?	我们处理关于您的哪些个人数据以及为何处理？
<ul style="list-style-type: none"> <li>State here the personal data you collect for different activities; you may wish to divide these activities under separate sub-headings, for example: <ul style="list-style-type: none"> <li>‘Focus Groups’ – when you take part in one of our focus groups, we collect the following personal data about you: [provide list, e.g. age, gender, descriptors]</li> <li>‘Newsletter’ – when you subscribe to our Newsletter, we collect your name and email address</li> <li>Do this for every activity in which [company name] collects personal data</li> </ul> </li> <li>State also information regarding the types of metadata you may collect, such as IP address, location data, device and browser data, if appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>在此处陈述您针对不同活动收集的個人数据；您可以将这些活动划分到单独的小标题下，例如： <ul style="list-style-type: none"> <li>‘焦点群体’——您加入我们的某一焦点群体时，我们会收集关于您的以下个人数据：[提供清单，例如年龄、性别和描述符]</li> <li>‘时事通讯’——您订阅我们的时事通讯时，我们收集您的姓名和电子邮箱地址</li> <li>针对 [公司名称] 收集个人数据的每个活动作出此等陈述</li> </ul> </li> <li>另外陈述您可能收集的元数据类型的信息，如 IP 地址、位置数据、设备和浏览器数据（如适当）。</li> </ul>
Under what legal basis do we process your personal data?	我们处理您的个人数据的法律依据是什么？
In accordance with our legal obligations and the General Data Protection Regulation, we will only collect the above-mentioned personal data under a specific legal basis.	根据我们的法律义务和《一般数据保护条例》，我们仅收集具体法律依据下的上述个人数据。
<ul style="list-style-type: none"> <li>Usually, the chosen legal basis might differ between consent, legitimate interest, contract</li> <li>If your chosen legal basis is consent, please include the following statement: [company name] will not process the above-mentioned personal data without your prior consent. You can withdraw your consent at any time [dedicated privacy email].</li> <li>For each service/type of research project you carry out, state the legal basis. Again, you may wish to use subheadings for each</li> </ul>	<ul style="list-style-type: none"> <li>通常，选择的法律依据可能包括同意、合法权益、合同</li> <li>如果选择的法律依据是同意，请添加以下陈述：未事先取得您的同意，[公司名称] 不会处理上述个人数据。您可随时撤销您的同意 [专用隐私邮件]。</li> <li>对于您执行的各项服务/调查项目类型，陈述法律依据。另外，您可使用小标题</li> </ul>
Who do we share your personal data with?	我们与谁分享您的个人数据？

In order to process your personal data, [company name] partners with [third-party processor, if applicable].	为了处理您的个人数据, [公司名称] 会在适当情况下与 [第三方处理者] 合作。
<ul style="list-style-type: none"> <li>Here you must list all of the third-parties [company name] shares personal data with, for example, this could be recruiters</li> <li>If no third-parties, simply state that [company name] does not share your personal data with any third parties.</li> </ul>	<ul style="list-style-type: none"> <li>您必须在此列出共享 [公司名称] 与之分享个人数据的所有第三方, 例如, 第三方可能是招聘者</li> <li>如果没有第三方, 仅陈述 [公司名称] 未与任何第三方分享您的个人数据。</li> </ul>
<b>For how long do we retain your personal data?</b>	<b>我们保留您的个人数据多久?</b>
In accordance with the GDPR, [company name] retains your personal data for as long as is necessary for the initial purpose for which it was collected. As a result, depending on the service you use and how you engage with [company name], we may retain your data for differing periods of time. Nonetheless, as an indication:	根据 GDPR, [公司名称] 保留您的个人数据的期限应为实现初始收集目的所必需的期限。因此, 根据您使用的服务以及您与 [公司名称] 的互动, 我们保留您的数据的期限可能不同。尽管如此, 作为说明:
<ul style="list-style-type: none"> <li>We retain your personal data collected with consent for our Newsletter for a period that does not exceed [enter time period]</li> <li>Repeat this for the different services/engagements</li> </ul>	<ul style="list-style-type: none"> <li>我们为了我们的时事通讯而保留经您同意后收集的您的个人数据的期限不超过 [输入期限]</li> <li>针对不同的服务/互动, 重复本句</li> </ul>
<b>Use of Cookies [if applicable]</b>	<b>Cookie 的使用 [如适用]</b>
A cookie is a small amount of data that is sent to your computer browser from a website's computer and is stored on your computer, if your browser's preferences allow it. Each website can send its own cookie to your browser but (to protect your privacy) your browser only permits a website to access its own cookies, not the cookies sent to you by other sites.	Cookie 是在您的浏览器偏好允许的情况下, 网站的计算机发送至您的计算机浏览器并存储在您的计算机上的少量数据。各网站可将自身的 cookie 发送至您的浏览器, 但是 (为了保护您的隐私) 您的浏览器仅允许网站访问其自身的 cookie 而非其他网站发送给您的 cookie。
[company name] uses cookies to...	[公司名称]使用 cookie ...
If you have any questions regarding your privacy and how we process personal data, please contact us at [enter relevant email address here].	如果您对您的隐私以及我们如何处理个人数据有任何疑问, 请联系我们: [此处输入相关电子邮箱地址]。
<b>Last update:</b> [location, date]	<b>最近更新:</b> [地点和日期]