臻呈文化行銷有限公司客戶個人資料保護說明

DATA PROTECTION NOTICE FOR CUSTOMERS of CROSSROAD

本「個人資料保護說明」(下稱「本說明」)旨在說明**臻呈文化行銷有限公司**(下稱「我們」或「本公司」)如何依據中華民國《個人資料保護法》(下稱「個資法」)蒐集、處理、利用或進行其他形式運用的客戶個人資料。

This Data Protection Notice ("Notice") sets out the basis on which **CROSSROAD Co., LTD** ("we", "us", or "our") may collect, use, disclose, or otherwise process the personal data of our customers in accordance with the Personal Data Protection Act of the Republic of China (Taiwan) ("PDPA").

本說明適用於我們持有或控制的所有個人資料，包含我們委託第三方機構為我們蒐集、處理或利用的個人資料。

This Notice applies to personal data in our possession or under our control, including personal data in the possession of organizations which we have engaged to collect, use, disclose, or process personal data for our purposes.

1. 個人資料的定義 PERSONAL DATA

在本說明中，「個人資料」指任何得以直接或間接方式識別您身分的資料。依據您與我們互動的性質，我們可能蒐集的個人資料包括但不限於：

In this Notice, "personal data" means any data that can be used to identify you, whether directly or indirectly. Depending on the nature of your interaction with us, some examples of personal data which we may collect from you include:

- 姓名
  Name
- 聯絡資訊(例如：電子郵件地址、電話號碼、郵寄地址)
  Contact information (e.g., email address, telephone number, mailing address)
- 國民身分證號碼或護照號碼
  National ID card number or Passport number
- 出生年月日
  Date of birth
- 財務資訊(例如：銀行帳戶或信用卡資料)
  Financial information (e.g., bank account or credit card details)
- 您透過任何形式或互動方式所提供，與任何個人相關的其他資訊。
  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.

2. 個人資料的蒐集、處理與利用 COLLECTION, USE AND DISCLOSURE OF PERSONAL DATA

我們僅在特定目的的必要範圍內蒐集您的個人資料。依據個資法第 8 條，我們在蒐集您的個人資料前，依法告知下列事項：

We will only collect your personal data where it is necessary for specified purposes. In accordance with Article 8 of the PDPA, we are required to inform you of the following before collecting your personal data:

- **公司名稱：** 臻呈文化行銷有限公司
  Our Name: CROSSROAD Co., LTD
- **蒐集之目的：** 為提供本公司產品與服務、處理款項支付、回覆您的詢問，以及其他與前述項目相關或附隨的業務目的。
  Purpose of Collection: To provide our goods and services, process payments, respond to inquiries, and for any other incidental business purposes related to or in connection with the foregoing.
- **個人資料之類別：** 如本說明第 1 點所列。
  Types of Personal Data Collected: As listed in Section 1.
- **個人資料利用之期間、地區、對象及方式：**
  Period, Region, Recipients, and Method of Use:
  - **期間：** 為達成蒐集目的所必要的期間，或依相關法令規定之保存年限。
    Period: For the duration necessary to fulfill the purposes for which it was collected, or as required by applicable laws.
  - **地區：** 中華民國境內。
    Region: The Republic of China (Taiwan).
  - **對象：** 本公司員工、關係企業，以及協助我們提供服務的第三方供應商。
    Recipients: Our employees, affiliates, and third-party service providers who assist us in providing our services to you.
  - **方式：** 自動化機器或其他非自動化之利用方式。
    Method: Automated or non-automated processing.
- **您得行使之權利：** 您可依本說明第 3 點行使個資法所賦予您的權利。
  Your Rights: You have rights regarding your personal data as outlined in Section 3 of this Notice.
- **不提供個人資料之權益影響：** 請注意，若您未能提供相關個人資料，我們可能無法繼續向您提供我們的產品或服務。
  Consequences of Non-Provision: Please note that if you do not provide your

personal data, we may not be in a position to continue providing our goods or services to you.

若我們需要蒐集額外的個人資料，或將您的個人資料用於本說明未載明之目的，我們將另行取得您的同意（法律另有規定者除外）。
We shall seek your consent before collecting any additional personal data or using your personal data for a purpose that has not been notified to you (except where permitted or authorized by law).

3. 您對個人資料得行使的權利 YOUR RIGHTS REGARDING YOUR PERSONAL DATA

依據個資法第 3 條，您就我們所保有的個人資料，得行使下列權利：
Under Article 3 of the PDPA, you have the following rights with respect to your personal data held by us:

1. 查詢或請求閱覽您的個人資料。
   The right to make an inquiry of and to review your personal data.
2. 請求製給複製本。
   The right to request a copy of your personal data.
3. 請求補充或更正您的個人資料。
   The right to supplement or correct your personal data.
4. 請求停止蒐集、處理或利用。
   The right to demand the cessation of the collection, processing, or use of your personal data.
5. 請求刪除您的個人資料。
   The right to request the deletion of your personal data.

您可以透過書面或電子郵件，向我們下述的聯絡窗口提交申請以行使上述權利。
You may exercise these rights by submitting your request in writing or via email to our Data Protection Officer at the contact details provided below.

收到您的申請後，我們將在合理期間內盡速回覆。一般而言，我們會在三十(30)天內處理您的請求。若我們無法在此期限內回覆，將以書面方式通知您延長處理所需的時間（延長期間以三十天為限）。
Upon receiving your request, we will respond as soon as reasonably possible. In general, our response will be within thirty (30) days. Should we not be able to respond within this timeframe, we will inform you in writing of the extension period required (up to an additional 30 days).

請注意，針對您請求製給複製本（權利第 2 項），我們得酌收必要成本費用，並將在處理您的申請前告知您相關費用。

Please note that a reasonable fee may be charged for a request to receive a copy of your personal data (Right No. 2). We will inform you of any applicable fee before processing your request.

4. 個人資料的安全維護 PROTECTION OF PERSONAL DATA

為保護您的個人資料免於未經授權的存取、蒐集、利用、揭露或類似風險，我們已採取適當的行政、物理及技術安全措施。雖然無法保證絕對安全，但我們將持續努力保護您的資訊安全，並定期檢視與強化我們的安全措施。

To safeguard your personal data from unauthorized access, collection, use, disclosure, or similar risks, we have implemented appropriate administrative, physical, and technical measures. While security cannot be guaranteed, we strive to protect the security of your information and are constantly reviewing and enhancing our information security measures.

5. 個人資料的保存 RETENTION OF PERSONAL DATA

我們將在達成蒐集目的所必要的期間內，或在相關法律允許的範圍內，保留您的個人資料。當您的個人資料已無保存的必要性時（即保存目的消失，且無法律或業務上之保留需求），我們將停止持有，並將其刪除或進行匿名化處理。

We may retain your personal data for as long as it is necessary to fulfill the purpose for which it was collected, or as required or permitted by applicable laws. We will cease to retain your personal data as soon as it is reasonable to assume that such retention no longer serves the purpose for which the personal data was collected and is no longer necessary for legal or business purposes.

6. 個人資料的跨境傳輸 TRANSFERS OF PERSONAL DATA OUTSIDE OF TAIWAN

我們通常不會將您的個人資料傳輸至台灣以外的國家。然而，如果發生此類傳輸，我們將採取必要措施，確保您的個人資料持續受到不低於個資法所要求的保護標準，並符合其跨境傳輸之規定。

We generally do not transfer your personal data to countries outside of Taiwan. However, if we do so, we will take steps to ensure that your personal data continues to receive a standard of protection that is at least comparable to that provided under the PDPA and in compliance with its requirements for cross-border transfers.

7. 個人資料保護聯絡窗口 DATA PROTECTION OFFICER

若您對我們的個人資料保護政策與程序有任何疑問或回饋，或希望提出任何申請，請透過以下方式聯繫我們的聯絡窗口：

You may contact our Data Protection Officer if you have any inquiries or feedback on our personal data protection policies and procedures, or if you wish to make any request, in the following manner:

- **聯絡人/部門 Contact Person**： Bob Tsai, Esq / legal consultant
- **電子郵件地址 Email Address**： Service@crossroad.com.tw
- **郵寄地址 Mailing Address**：台北市大安區忠孝東路三段 249-1 號 10 樓

8. 本說明的效力與修訂 EFFECT OF NOTICE AND CHANGES TO NOTICE

本說明將與其他任何與本公司蒐集、處理、利用您個人資料相關的通知、合約條款或同意條款一併適用。我們得不時修訂本說明，且無須另行通知。您可透過查閱本說明的「最後更新日期」

This Notice applies in conjunction with any other notices, contractual clauses, and consent clauses that apply in relation to the collection, use, and disclosure of your personal data by us. We may revise this Notice from time to time without any prior notice. Your continued use of our services constitutes your acknowledgement and acceptance of such changes.