



Blue Cross 藍十字
An AIA Company 友邦保險成員公司

COOKIE POLICY

Blue Cross (Asia-Pacific) Insurance Limited ("Blue Cross", "we", "us" and "our") operate this website. This website uses cookies and other tools to help distinguish you from other users of the website. This helps us to provide you with a good experience when you use the website and also allows us to improve the website. By continuing to use the website, you are agreeing to us placing cookies on your computer.

WHAT ARE COOKIES

Cookies are small text containing small amounts of information which are downloaded and may be stored on any of your web browsers or internet enabled devices (e.g. your computer, smartphone or tablet) that can later be read by the server - like a memory for a web page.

This means we automatically collect and store the following information about your visit:

- the internet domain and IP address from where you access the website;
- the type of browser software and configuration and operating system used to access the website;
- the date and time you access the website;
- if you linked to the website from another website, the address of that website; and
- the pages you enter, visit and exit the website from, content viewed and duration of visits.

Our [Privacy Policy Statement](#) sets out full details of the other information we collect and how we use your personal information.

Cookie 政策聲明

藍十字 (亞太) 保險有限公司 (「藍十字保險」、「我們」、「我們的」) 運作本網站。本網站使用 cookies 及其他工具以助區別閣下與網站的其他用戶，從而協助我們在閣下使用網站時為閣下提供良好體驗，亦讓我們能夠改進網站。如閣下繼續使用網站，即表示閣下同意我們在閣下的電腦上放置 cookies。

Cookies 是甚麼

Cookies 是包含少量資料的小文本，其被下載並儲存在閣下的網絡瀏覽器或可連接互聯網的設備 (如閣下的電腦、智能手機或平板電腦) 上，伺服器可在其後讀取該等文本，就像是網頁的記憶一樣。

這表示我們將自動收集並儲存以下有關閣下瀏覽本網站的資料：

- 閣下連接本網站的互聯網網域及 IP 地址；
- 用以連接本網站的瀏覽器的類型及配置以及操作系統；
- 閣下連接本網站的日期及時間；
- 如閣下是從另一網站連接到本網站的話，該網站的網址；及
- 閣下進入、到訪及離開本網站的頁面、檢視的內容及到訪的時長。

我們的[私隱政策聲明](#)載列我們收集的其他資料以及我們如何使用閣下的個人資料的全部詳情。



USE OF COOKIES

The types of cookies we use and why we use them, includes but is not limited to the following:

- **Strictly necessary cookies.** These are cookies that are required for the operation of the website, and include, for example, cookies that enable you to log into secure areas of the website;
- **Analytical/performance cookies.** These cookies allow us to recognise and count the number of visitors and to see how visitors move around and use our website. These cookies are used for web enhancement and optimisation purposes and to aggregate statistics on how our visitors reach and browse our websites. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily and to help us understand what interests our users, and measure how effective our advertising is;
- **Functionality cookies.** These are used to recognise you when you return to the website. This enables us to personalise our content for you, tailor the website for your needs and remember your preferences, for example, your choice of language or region, browsing font size;
- **Targeting cookies.** These cookies record your visit to the website, the pages you have visited and the links you have followed. We will use this information to make our website and any material displayed on it more relevant to your interests. We may also share this information with third parties for this purpose; and
- **Advertising cookies.** These cookies will remember your preferences, and in general, that you used the website, to tailor advertising to you that are as relevant to you as possible, e.g. by selecting interest-based advertisements for you, or preventing or limit the number of times you see the same advertisement to help measure the effectiveness of advertisements.

Cookies 的用途

我們使用的 cookies 類型及使用它們的原因 (包括但不限於) 如下 :

- **絕對必要性 cookies.** 此類 cookies 是網站運作所需要的 cookies · 並包括例如讓閣下能夠登入網站限制部分的 cookies ;
- **分析性 / 性能 cookies.** 此類 cookies 讓我們識別及計算訪客人數及監察訪客在我們的網站中瀏覽及使用的情況 · 使用此類 cookies 旨在提升及優化網站 · 以及計算訪客如何到達及瀏覽我們的網站的總體統計數字 · 從而協助我們改進網站運作的方式 · 例如確保用戶能夠輕易找到所需的內容 · 協助我們瞭解用戶的興趣 · 以及量度我們的廣告的效果 ;
- **功能性 cookies.** 此類 cookies 用於在閣下再次到訪網站時識別出閣下 · 讓我們能夠為閣下提供個人化的內容 · 度身設定網站以配合閣下的需要 · 並記錄閣下的喜好 (如語言或地區選擇 · 瀏覽字體大小) ;
- **目標性 cookies.** 此類 cookies 記錄閣下到訪網站的情況 · 閣下到訪的頁面及閣下所跟隨的連結 · 我們將使用此類資料以使我們的網站及其展示的任何材料與閣下的興趣更加相關 · 我們亦可能就此目的與第三方共享此等資料 ; 及
- **廣告性 cookies.** 此類 cookies 將記錄閣下的喜好以及閣下一般使用網站的情況 · 以為閣下度身設定盡可能與閣下相關的廣告 · 例如甄選以閣下的興趣為主的廣告 · 或限制閣下看見同一廣告的次數 · 以協助計量廣告的效果 ·

Please note that some cookies on the website are managed by third parties, including, for example, advertising networks, features such as videos, maps and social media, and providers of external websites like web traffic analysis services. These cookies are likely to be analytical/performance cookies or targeting cookies. You should refer to the third parties' own cookie and privacy policies for information about how they may use your information.

MANAGING COOKIE SETTINGS

You can block cookies by activating the setting within your browser that allows you to refuse the setting of all or some cookies. Please be aware if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website.

If you wish to withdraw your agreement at any time, you will need to delete your cookies using your browser settings for each browser you use.

For more information about how to do this, please follow the 'Help' option in your internet browser for more details.

請注意，網站上的某些 cookies 由第三方（包括如廣告網絡、影片、地圖及社交媒體等功能，以及如網絡流量分析服務等外部網站的供應商）管理。此類 cookies 可能是分析性 / 性能 cookies 或目標性 cookies。閣下應參閱該第三方自身的 cookie 政策及私隱政策以了解他們可如何使用閣下的資料之詳情。

管理 Cookie 設定

閣下可藉在閣下的瀏覽器中啟用拒絕全部或某些 cookies 的有關設定以封鎖 cookies。請注意，如閣下在閣下的瀏覽器使用封鎖全部 cookies（包括必要的 cookies）的設定，則閣下有可能不能進入我們網站的全部或某些部分。

如閣下在任何時間有意撤回閣下的同意，閣下將需要在閣下使用的每個瀏覽器的有關設定中刪除所有 cookies。

有關如何進行此項操作的更多資料，請參考閣下的互聯網瀏覽器的「說明」選項中的更多詳情進行設定。

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