

RICOH IMAGING DEUTSCHLAND GmbH

Privacy Policy

RICOH IMAGING DEUTSCHLAND GmbH (referred to below as "we" or "us") treats with the utmost care and respect the personal information you may supply to us on this site and recognises the importance of protecting your privacy online. Here we explain what information we collect, what we do with it, who else may have access to it, and what controls you have.

For the purpose of the Data Protection Act 1998 (the "Act"), the data controller is RICOH IMAGING DEUTSCHLAND GmbH.

1. What information do we collect about you?

We collect the information you supply when using this site. If you request a specific service from us by submitting an enquiry or requesting a brochure we may ask you to submit information such as your name, email address, postal address and telephone number. We may monitor your usage of this site. This may include monitoring how many times you visit, which pages you go to, traffic data and location data. We do not automatically capture or store other personal information relating to visitors to this site [other than to log IP addresses (the unique address which identifies your computer on the internet) which is automatically recognised by our web server. Please see further the section on 'Use of cookies' below.

2. How do we use your information?

This information we collect about you is used to provide customer care, to generate aggregate statistics about our site visitors, to improve the content of our web pages, to administer this site, to carry out marketing analysis and to send you information you have requested. If you consent we may also use your information to contact you by telephone, email or post from time to time about products, services, promotions or special offers that may be of interest to you. You can stop this happening at any time by contacting us.

3. With who is the information shared?

We may disclose personal information if required to do so by law or if we believe that such action is necessary to protect and defend the rights, property or personal safety of a RICOH group company or visitors to this site. We may also disclose your personal data to other companies within the RICOH group.

4. Links

This site may from time to time contain links to other sites including RICOH sites in other countries. We are not responsible for the privacy policies or the content of any such sites and we encourage you to read these carefully. Any information you supply on such sites will not be within our control.

5. Use of Cookies

When you use this site, we may collect information about your computer, such as your IP address and/or browser, which we will use for administration purposes and statistical analysis. This information will not usually identify you personally. We may also obtain information about your online movements and use of the internet. We do this by placing a 'cookie' which is a small file, on

your computer's hard disk. Cookies are used for several reasons such as:

- i) helping us improve our marketing and promotional efforts;
- ii) assisting us in improving the content and services offered on the Website.

The vast majority of web browsers accept cookies. However, you can change your browser settings so that cookies are not accepted. If you do this, you may lose some of the functionality of this site. For further information about cookies and how to disable them please go to: aboutcookies.org



6. Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. In case of activation of the IP anonymization, Google will truncate/anonymize the last octet of the IP address for Member States of the European Union as well as for other parties to the Agreement on the European Economic Area. Only in exceptional cases, the full IP address is sent to and shortened by Google servers in the USA. On behalf of the website provider Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage to the website provider. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser. However, please note that if you do this, you may not be able to use the full functionality of this website. Furthermore you can prevent Google's collection and use of data (cookies and IP address) by downloading and installing the browser plug-in available under <https://tools.google.com/dlpage/gaoptout?hl=en-GB>.

Further information can be found under http://www.google.com/intl/en_uk/analytics/tos.html (Google Analytics Terms of Service & Privacy). Please note that on this website, Google Analytics code is supplemented by "gat._anonymizeIp();" to ensure an anonymized collection of IP addresses (so called IP-masking).

7. Your acceptance of these terms and your rights

By using this site, you consent to the collection and use of the information we collect about you as described above. If we change our privacy policy in any way, we will post these changes on this page.

You have a legal right to a copy of all the personal information about you held by us, subject to the payment of a small fee currently £10.00. You also have a right to correct any errors in that information by using the contact us page. As mentioned above, you have a right to prevent us using your personal information to contact you about products, services, promotions or special offers that may be of interest to you.

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