

Cookie Policy

What are cookies?

A cookie, also known as an HTTP cookie, web cookie, or browser cookie, is usually a small piece of data sent from a website and stored in a user's web browser while a user is browsing a website. When the user browses the same website in the future, the data stored in the cookie can be retrieved by the website to notify the website of the user's previous activity. They are typically used to make websites more functional, or work more efficiently, as well as to provide information to the owners of the site. Cookies allow websites to distinguish you from other users which can help provide you with a better experience when browsing the website.

The types of cookies used on BenQ's website are set out below, together with instructions of how to prevent cookies being placed on your computer if you wish.

However if you do prevent cookies from being placed on your computer you will not be able to use all the features of the BenQ website, and the website may not display correctly in your browser.

How does BenQ use cookies

We use cookies to:

- Manage your browsing session ensure that your session stays with the web server you started with. This is important for your functional browsing.
- Remember your browsing preferences, for example functions like page layout; text size. This enables you to navigate our site more quickly and easily.
- Enable functionality such as product comparison features which benefit visitors to the website.
- Gather anonymous analytical information on website usage such as the number of visitors to the website, pages visited and so forth which help us improve the website design and layout and plan product marketing.
- Track which products you browse so we can help direct you to other products you may be interested in.
- There also may be third party cookies from business partners including, but not limited to, companies like Facebook which enhance your browsing experience.

Information BenQ collects from cookies

Cookies help us collect information about how you navigate and use our website but BenQ does not store any personally identifiable information about you in cookies data. We only store

a randomly generated unique session ID which helps us retrieve your previous user preferences which can be used on your next visit to our website.

Types of cookies

- Session cookies – these cookies are only used during a single browsing session and they automatically expire (and are deleted) when the browsing session finishes.
- Persistent cookies – these cookies are stored on your computer. Persistent cookies are used across more than one browsing session. Again, the cookie stores no any personally identifiable information.

Managing cookies

All popular modern web browsers (Internet Explorer, Firefox, Safari, Chrome for example) give you options on how to manage cookie settings, including third-party cookies, and how to delete cookies if you wish.

More information

For more information you can search the help of your browser, or visit this link (external website not under management of BenQ).

http://en.wikipedia.org/wiki/HTTP_cookie (technical discussion)