

Cookie Notice

Cookie公告

China Construction Bank Corporation, Beijing, Swiss Branch Zurich

中国建设银行股份有限公司苏黎世分行

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China Construction Bank Corporation, Beijing, Swiss Branch Zurich, Beethovenstrasse 33, 8002 Zürich, (hereinafter “China Construction Bank” or “we”) uses cookies as described in this cookie notice. China Construction Bank reserves the right to modify this cookie notice at any time. The current cookie notice, as published on our website applies.

位于苏黎世贝多芬大街33号（邮编：8002）的中国建设银行股份有限公司苏黎世分行（以下简称“建设银行”或“我们”）根据本Cookie公告使用Cookie。建设银行保留随时修改此Cookie公告的权利。当前在本网站上公布的Cookie公告适用前述规则。

1. What are Cookies?

什么是Cookies?

When you access or use our website, we may place so-called cookies – small text files – or similar tools on your computer. The information stored may relate to you, your preferences, of your device settings and is typically used to make the website work the way you expect it to. We use these cookies to recognise you as a user of the website, to customise content, to improve the performance of the Website and to enhance its usability. These cookies may be placed by us or a third party on our behalf.

当您访问或使用我们的网站时，我们可能会在您的计算机上放置所谓的 Cookie——一种小型的文本文件——或类似工具。其中存储的信息可能与您、您的偏好或设备设置有关，通常用于使网站按您的期望方式运行。我们使用这些 Cookie 来识别作为网站的用户的您、个性化内容以及提升网站的表现并增强其可用性。这些 Cookie 可能是由我们或代表我们的第三方来放置。

2. Categories of Cookies

Cookie的种类

Depending on their function and purpose, the cookies we could use can be divided into the following categories:

根据功能和目的的不同，我们可能会使用的Cookie可以分为以下几类：

- **Essential Cookies** (“Strictly Necessary”): These cookies are necessary for the basic functionality of the website. They contain only technically necessary services. These services do not require the user’s consent and cannot be rejected.

必要Cookie（“严格必要”）：这些Cookie对于网站的基本功能是必需的。它们仅包含技术上必要的服务。这些服务不需要用户的同意，并且无法被拒绝。

- **Functional Cookies**: These cookies serve a variety of purposes related to the presentation, functionality, and performance of a website and to improve visitors’ experience of the website. They allow a website to remember information that has already been entered (e.g., username, location, or language selection) and provide visitors with improved, more personalised functionality. Functional cookies are used, for example, to remember your login information. These cookies cannot track your movements on other websites.

功能性Cookie：这些Cookie用于与网站的展示、功能和表现活动等相关的多种目的，并用于改善访客的使用体验。它们允许网站记住已输入的信息（例如用户名、位置或语言选择），为访客提供改进的、更个性化的功能。例如，功能性Cookie可以被用于记住您的登录信息。这些Cookie无法追踪您在其他网站上的活动。

- **Performance Cookies**: These cookies are used to collect information about how a website is used – for example, how visitors arrived at a website, which pages a visitor opens most often, how they navigated our website during their visit, and whether they received error messages on a page. These cookies may also be used to provide certain statistical and analytical information, such as how many visitors came to the website. These cookies are used to monitor the level of activity on the website and to improve the website’s performance.

表现活动Cookie：这些Cookie用于收集有关网站使用情况的信息——例如，访客如何访问网站，访客最常打开哪些页面，在访问时如何导航网站，以及是否在某一页面上遇到错误信息。这些Cookie还可能被用来提供某些统计和分析信息，例如，访问网站的访客数量。这些Cookie用于监控网站活动水平并改善网站的表现。

- **Targeting and Advertising Cookies**: These allow the website owner or a third-party vendor to offer ads on the website or on third party websites with products that the user likes, so that the ads the user sees are more relevant to the user’s preferences or interest. They may also be used to evaluate the effectiveness of advertising and promotional activities.

定向和广告Cookie：这些Cookie允许网站方或第三方供应商在该网站或第三方网站上发布内容与用户喜欢的产品相关的广告，从而使用户看到的广告与用户的偏好或兴趣更相关。它们还可以用于评估广告和促销活动的效果。

Additionally, there are two main types of cookies which can be placed onto your device during a website visit. These are namely, session and persistent cookies. These cookies do not collect or share personal data.

此外，在您访问网站时，您的设备上可能会放置两种主流类型的Cookie，分别是会话Cookie和持久性Cookie。这些Cookie不会收集或分享个人数据。

- **Session cookies** are set at the start of a visit and remain active only while that visit is ongoing. They primarily support navigation through the site. These cookies are deleted automatically when you close your browser.

会话Cookie：会话Cookie在访问开始时被设置，仅在该访问过程中有效。它们主要用于支持网站的导航功能。当您关闭浏览器时，这些Cookie会被自动删除。

- **Persistent cookies** are set during a first visit to a site but will remain on your device until either you clear your cookies, or the expiration date or time is reached. They can be used for analytical purposes to track visits over time, for example to see how many people visited a particular page and then returned to view again at a later stage.

持久性Cookie：持久性Cookie在首次访问网站时被设置，但会保留在您的设备上，直到您清除Cookie或至到期的日期和时间。它们可用于分析目的，追踪随时间推移的访问情况，例如，查看多少人访问了某个页面并在稍后再次返回查看。

You can configure your browser settings so that no cookies are stored on your computer. Complete deactivation of cookies may mean that you cannot use all the functions of our website.

您可以配置浏览器设置，以使您的计算机上不存储任何Cookie。完全禁用Cookie可能意味着您无法使用我们网站的所有功能。

By continuing to use our website and/or agreeing to this cookie notice, you consent to our use of cookies and thus to the collection and storage of your personal data beyond the end of the browser session. You can revoke this consent at any time by activating the browser setting to reject third-party cookies.

通过继续使用我们的网站和/或同意此Cookie公告，您同意我们使用Cookie，从而同意在浏览器会话结束后收集和存储您的个人数据。您可以随时通过激活浏览器设置来拒绝第三方Cookie，从而撤回您的同意。

3. List of Cookies

Cookie列表

Below is a complete list of the cookies we use on this website, including information about their purpose.

以下是我们在本网站上使用的Cookie的完整列表，包括它们的用途。

a. First Party Cookies

第一方Cookie

Provider 提供方	Cookie Name Cookie名称	Category 类别	Purpose and Procedure 目的和步骤
ch.ccb.com	Null	会话Cookie Session Cookie	服务器会话保持 server session persistence
ch.ccb.com	ftchccbcom	功能性Cookie Functional Cookie	用于记录简体繁体转换状态，首次访问繁体时生成 to record conversion status between simplified and traditional Chinese, generated when first visiting traditional chinese version
ch1.ccb.com	Null	会话Cookie Session Cookie	服务器会话保持 server session persistence
ch1.ccb.com	ftchccbcom	功能性Cookie Functional Cookie	用于记录简体繁体转换状态，首次访问繁体时生成 to record conversion status between simplified and traditional Chinese, generated when first visiting traditional chinese version
ch2.ccb.com	Null	会话Cookie Session Cookie	服务器会话保持 server session persistence
ch2.ccb.com	ftchccbcom	功能性Cookie Functional Cookie	用于记录简体繁体转换状态，首次访问繁体时生成 to record conversion status between simplified and traditional Chinese, generated when first visiting traditional chinese version
ch3.ccb.com	Null	会话Cookie Session Cookie	服务器会话保持 server session persistence
ch3.ccb.com	ftchccbcom	功能性Cookie Functional cookie	用于记录简体繁体转换状态，首次访问繁体时生成 to record conversion status between simplified and traditional Chinese, generated when first visiting traditional chinese version

b. Third Party Cookies

第三方Cookie

Provider 提供方	Cookie Name Cookie名称	Category 类别	Purpose and Procedure 目的和步骤
.adv.ccb.com	ADVC	定向和广告Cookie Targeting and Advertising Cookies	用于展示建行业务人员配置的广告 for displaying ads set by CCB officers
.adv.ccb.com	ADVS	定向和广告Cookie Targeting and Advertising Cookies	用于展示建行业务人员配置的广告 for displaying ads set by CCB officers
.adv.ccb.com	ASL	定向和广告Cookie Targeting and Advertising Cookies	用于展示建行业务人员配置的广告 for displaying ads set by CCB officers
.adv.ccb.com	Null	会话Cookie Session Cookie	服务器会话保持 server session persistence
Image3.ccb.com	Null	会话Cookie Session Cookie	服务器会话保持 server session persistence
Imageadv.ccb.com	Null	会话Cookie Session Cookie	服务器会话保持 server session persistence
www.ccb.com	Null	会话Cookie Session Cookie	服务器会话保持 server session persistence

4. Tags

标签

We do not use tags.

我们不使用任何标签。

However, for your information only, tags are defined as follows:

以下有关标签的定义仅供您参考：

When your browser loads a website, tags instruct the browser to connect to the server of a third-party marketing or analytics service provider to collect data.

当您的浏览器加载网站时，标签会指示浏览器连接到第三方营销或分析服务提供商的服务器以收集数据。

Tags are the foundation for online marketing and analytics. In particular, they can:

标签是在线营销和分析的基础，具体来说，它们可以：

- **Instruct the web browser to collect data;**

指示网页浏览器收集数据；

- **Set cookies;**

设置Cookie；

- **Extend target groups to multiple websites;**

将目标群体扩展至多个网站；

- **Integrate third-party content into a website (e.g., social media widgets, video players, ads, etc.).**

将第三方内容集成到网站中（例如社交媒体小工具、视频播放器、广告等）。

- **Tags can capture any action or event on a website or device. This can include the following information:**

标签可以捕捉网站或设备上的任何操作或事件。这可以包括以下信息：

- **User context: implicit information such as the IP address, the type of web browser you are using, or how you were referred to the website (e.g., via a search, a click on an ad, etc.).**

用户情境：隐性信息，比如IP地址、您使用的网页浏览器类型，或您如何被引导到网站（例如，通过搜索、点击广告等）。

- **User profile: anonymous data stored in cookies, such as profile ID or targeting criteria**

用户档案：存储在Cookie中的匿名数据，如档案ID或定位标准。

- **User behaviour: data such as the content or ads that you viewed, links clicked, time spent on the page, etc.**

用户行为：数据，例如您查看的内容或广告、点击的链接、在页面上停留的时间等。