

Because we gather information about the customers on the Phonak Site, we feel you should fully understand the terms and conditions surrounding the capture and use of that information.

The information which Phonak gathers and tracks Phonak gathers two types of information about users:

- Data that users provide through optional, voluntary registration on our site
- Aggregated tracking information derived mainly by tallying page views throughout our site. Such information enables us to better tailor our content to readers' needs and help our advertisers better understand the demographics of our audience. Because Phonak derives a portion of its revenue from advertising, providing such aggregated demographic data is essential in order to keep some of our services free to users.

Questions regarding this statement should be directed here.

Electronic Newsletters

Phonak offers free electronic newsletters to users. Phonak gathers the e-mail addresses of users who voluntarily subscribe. Customers may remove themselves from any mailing list by following the instructions contained in every newsletter. They can also subscribe to the newsletters at the time of registration.

Surveys

Phonak occasionally conducts customer surveys to better target our content and product inventory to our audience. We sometimes share the aggregated demographic information in these surveys with our advertisers and partners. We never share any information about specific individuals with any third party, except as noted previously.

Usage tracking

Phonak tracks user traffic patterns throughout the Phonak Site and this information is correlated with data about individual users. Overall usage statistics, according to a user's domain name, browser type and MIME type gotten by reading this information from the browser string (information contained in every user's browser), are also broken down.

Phonak also tracks and catalogs the search terms that customers enter into our search tools, but this tracking is never associated with individual users.

Cookies

A cookie is a small data file that certain Web sites write to your hard drive when you visit them. A cookie file can contain information such as a user ID that the site uses to track the pages you've visited. But the only personal information a cookie can contain is information you supply yourself. A cookie can't read data off your hard disk or read cookie files created by other sites. Phonak uses cookies to track the items you add to your shopping cart.

If you've set your browser to warn you before accepting cookies, you will receive the warning message with each cookie.

You can refuse cookies by turning them off in your browser. However, you need to have cookies turned on to order products through Phonak.

Use of the information

Phonak uses any information voluntarily given by our users to enhance their experience in our site, whether to provide interactive or personalized elements on the site or to better prepare future content based on the interests of our users.

As stated above, Phonak uses information that users voluntarily provide in order to send out electronic newsletters and enable users to participate in polls and message boards. We send out newsletters to subscribers on a regular schedule and occasionally send out special editions when we think subscribers might be particularly interested in something we are doing. Phonak never shares newsletter mailing lists with any third parties, including advertisers or partners.

We use tracking information to determine which areas of our site users like and don't like based on traffic to those areas. Phonak does not track what individual users read, but rather how well each page performs overall. This helps us continue to build a better service for you.

We track search terms entered in our search function as one of many measures of what interests our users. But we don't track which terms a particular user enters.

Phonak creates aggregate reports on user demographics and traffic patterns for advertisers and partners. This allows our advertisers to advertise more effectively and allows our users to receive advertisements that are pertinent to their needs. Phonak never shares individual personal information with anyone, so an advertiser will never know that a specific user clicked his or her ad.

Phonak uses the above-described information to tailor our content to suit your needs and help our advertisers better understand our audience demographics. We do not share information about individual users with any third party, with the exceptions noted previously.

Opt-Out Policy

Phonak gives users options wherever necessary and practical, such choices include:

- Opting not to receive our electronic newsletters when registering as a buyer
- Opting not to provide certain personal information when registering for a service or as a buyer
- Opting not to participate in certain interactive areas, which completely alleviates the need for any information from our users

Unsubscribe Policy

Users may unsubscribe to any of our electronic newsletters at any time by following the instructions contained at the end of each newsletter.

How To Contact Us

If you ever need to contact us via email, [click here](#).

