Philips Privacy Notice

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Philips Electronics Nederland B.V., Boschrijp 135, 5037TG, Eindhoven, the Netherlands and its affiliates or subsidiaries ("Philips", "we", "us" or "our") wants you to be familiar with how we collect, use and disclose Personal Data. This Privacy Notice is designed to help you understand our privacy practices, including what Personal Data we collect, why we collect it, what we do with it, and how we protect it, as well as your individual rights.

Introduction

Philips appreciates the interest you have shown in our company, products and services by visiting our websites (www.philips.com) or related communication channels, including, but not limited to, our social media pages and/or channels and blogs (together "Philips Pages"). This Privacy Notice applies to the Personal Data that we collect or process when you interact with Philips Pages. You can interact with Philips through Philips Pages, through the purchase and use of our products/services, through marketing communications, as well as through our customer support. These interactions can be made by visitors, customers, business customers, suppliers and/or business partners.

Philips also processes Personal Data beyond our Philips Pages, which will require a different privacy notice (e.g. Philips Apps, or Philips research projects, or other specific websites or Portals). Whenever and wherever that is the case, Philips will make it clear that the privacy notice concerned is different from this privacy notice.

To create a global approach to the protection of privacy and allow internal data transfers between Philips companies worldwide, Philips has adopted Binding Corporate Rules called the Philips Privacy Rules. You can find more information on the Philips Privacy Rules on the Philips privacy website (www.philips.com/privacy).

Last but not least, your privacy is of prime importance to us. You have shown your trust in us by interacting with our Philips Pages and we value that trust. This means that we are committed to protecting your privacy at all times.

What personal data do we collect and for which purpose?

When using the term "Personal Data" in our Privacy Notice, we mean information that relates to you and allows us to identify you, either directly or in combination with other information that we may hold.

Philips Account Data

You can choose to create an online Philips Account to benefit from our services and online shopping experience.

When you create a Philips Account we collect the following Personal Data:

1. Name;
2. Date of birth or age;
3. Salutations;
4. Email address;
5. Password;
6. Country and language preference determined by the extended URL from the Philips page you create your account;
7. If you decide to create a Philips Account with your social media account, we may receive the social media profile details you choose to share with us;
8. Furthermore, we may need the following information when you interact with Philips as a Professional (i.e. business customer, supplier and/or business partner):
   a. Company name
   b. Company website
   c. Company phone number
   d. Organization Type
   e. Job title/specialty
   f. Customer Account number

We use this Personal Data in order to create and maintain your Philips Account. You can use your Philips Account for various services. When using your Philips Account for a service, we may add additional Personal Data to your Philips Account. The following paragraphs inform you of the services you may use and what Personal Data we will add to your Philips Account when you do.

Your Philips Account creation only happens at your request. Therefore, we consider the processing of your Account Data to be necessary for the performance of the contract to which you are party and lawful under Article 6(I)(b) Regulation (EU) 2016/679.

Purchase & Registration Data

You can purchase Philips products and services in our online store and register your product.

When you purchase products/services, and when you register your product, we collect the following Personal Data:

- Equipment and invoice address;
- Phone number;
- Invoice history, which includes an overview of Philips products/services purchased;
- Details of conversations that you may have with the Customer Care departments around your purchase questions or online shop experience questions;
- Details of your registered Product/service, such as the name of the product/service, the product category it belongs to, the product model number, date of purchase, proof of purchase.

We use this Personal Data to fulfill your purchase and/or register your product. When you have a Philips Account, you may also register your product. If you sign in with your Philips Account, your Purchase and Registration Data will be added to your Philips Account. If you purchase Philips products/services as a guest, we will use your Purchase & Registration Data to fulfill your purchase but will not add the information to your Philips Account.

Purchase and registration of products only happens at your request. We consider the processing of your Purchase and Registration Data to be necessary for the performance of the contract to which you are party and lawful under Article 6(I)(b) Regulation (EU) 2016/679.
Product Tester Data
When you have a Philips Account, you can sign up to become a Philips product/service tester and tell us what you think about our products or services.

When you sign up to become a Philips product/service tester we will collect the following Personal Data:
- Type of products that you are interested in, so that we can inform you about relevant product lines
- Information around your product tester application, such as to which product you have applied to become a tester and answers to the selection survey in case such a survey was part of the selection procedure
- Overview of which tests you have participated
- The personal data collected in the course of the application and the test, including:
  - Your IP address
  - Mobile app data such as your device, device informations and telephone number
  - Your feedback and reviews around the tested Philips products and services.

We use the Personal Data to invite you to participate as a tester and we use your feedback to improve and develop products and services in relation to the tested product and services. Your Product Tester Data will be added to your Philips Account.

We consider the processing of your Product Tester Data to be based on legitimate interest of Philips to have a network of product/service testers available to improve our range of products and services and is lawful under Article 6(1)(f) Regulation (EU) 2016/679.

Promotional Communications Data
You can choose to sign up for marketing and promotional communications.

When you sign up for marketing and promotional communications, we will use the following Personal Data:
- Email address (if you don’t have an account)
- Your Philips Account Data
- Date of birth or age
- Your interactions with Philips Pages, Philips mobile apps, the emails you clicked on and opened and attendance of events.

We use this Personal Data to send you promotional communications – based on your preferences and behavior – about Philips products, services, events and promotions.

Philips group companies may contact you with promotional communications via email, SMS and other digital channels, such as mobile apps and social media. To be able to tailor the communications to your preferences and behavior and provide you with the best, personalized experience, we may analyze and combine all information associated with your Account Data and data about your interactions with Philips. We also use the information to create segments of our audience showing which of our products and/or services users are interested in and track success of our marketing efforts.

Philips will give you the opportunity to withdraw your consent for receiving promotional communications at any time via the unsubscribe link at the bottom of each promotional communications email you may receive from us.

We may also send Philips press releases by email. When Philips sends press releases, Philips will process your name, contact details (e.g. email) and company information.

The processing of Personal Data for Promotional Communications is based on your consent, i.e. provided on a voluntary basis, such basis is lawful under Article 6 (1) of Regulation (EU) 2016/679. Where Philips processes your Personal Data based on consent, you have the right to withdraw your consent at any time, without affecting the lawfulness of processing based on consent before withdrawing your consent.

Competition Data
You may choose to participate in sweepstakes, contests or other competitions (Competition) via our Philips Pages.

When you sign up for a Competition, we will use the following Personal Data:
- Your Account Data in case you participate after logging in to your Philips account
- Your social media profile data in case you participated via your social media account
- Name
- Email address
- Telephone number
- Physical address
- Date of birth or age
- Material or content generated and provided by you that allows you to participate in the sweepstake, contest, game or other competition.

We use this Personal Data to allow you to participate, to identify you, to prevent/detect fraud and to fulfill the prize to you (if you win).

We consider the processing of your Competition Data in the above context to be necessary for the performance of the contract to which you are party and lawful under Article 6(1)(b) Regulation (EU) 2016/679.

Online Feedback Data
You can choose to give your feedback, comments, questions, ratings and reviews in online evaluations (Online Feedback).

Where you make use of this opportunity, we will process the following Personal Data:
- Your cookie ID
- Your feedback/comments/questions, your rating, review.
- Your contact details in case you provide them with us (name, email, telephone number).

We use this Personal Data to provide Philips with valuable insights to improve our Philips Pages or products, services range.

We consider the processing of your Online Feedback Data to be based on legitimate interest of Philips to improve our Philips pages and our range of products and services and is lawful under Article 6(1)(f) Regulation (EU) 2016/679.

Events Data
Philips may collect data for events, wellness or fair (“Events”) that you may wish to attend and register for via the Philips Pages. You may either register for the Event via Philips Pages or via the other organizing company.

When you register for an event, we will process the following information:
- Account Data
- Name
- Email
- Country
- Submission
- Product/service of interest.

Furthermore, we need the following information when you interact with Philips as a Professional:
- Specialty
- Facility
- Model
- Products interested
- Date
- Time slot.
By registering to an event, you are agreeing to receive communications from Philips directly related to the event, such as what format the event will be hosted, what time the event takes place.

We consider the processing of Events Data to be necessary for the performance of the contract to which you are party and (also) under Article 6(b) Regulation (EU) 2016/679.

Social Listening Data
When you interact or communicate on social media channels/pages/promotions and blogs (e.g. when you like or share, leave a comment and share comments and when you submit tags and review) your Personal Data is processed by a third party that provides social listening services to Philips. This means that the third party that provides social listening services will retain a copy of your online publicly available interactions to which the third party has provided us access.

The Personal Data we collect includes publicly available data provided in the social media content by you from the relevant social media provider via a third party that provides social listening services such as name, gender, birthday or age, homepage/profile photo, time zone, email address, country, interests, and comments and content you have posted/shared.

We use this Personal Data to gain a general view of the opinion of people about us and our brands and to get an idea of relevant online influences and to resolve issues and/or improve Philips products and services and/or start a promotional conversation with you (based on questions/requests that you addressed to us or our competitors).

We consider the processing of Social Listening Data in the above context to be based on a legitimate interest of Philips to be lawful under Article 6(1) Regulation (EU) 2016/679.

Consumer or Customer Care Data
You may interact with our Consumer or Customer Care centers.

When you contact Customer Support, or when you communicate with one of our Philips Customer Care representatives by email, phone or in writing (e.g. reply card) we will use the following Personal Data:

- Your Account data.
- Your call recording and history, purchase history, the content of your questions, or requests that you addressed.

We use this Personal Data to provide you with consumer and customer support (which may be products- or service-related) respond to your inquiries, for your repeat purchase, provide you with related customer services such as repair or redeem products/services. We also use this Personal Data to improve, fix and customize our products and services, to meet compliance standards and to educate our Consumer Care employees during training.

We provide this service on the basis of an agreement with you, we consider the processing of your Personal Data to be necessary for the performance of the contract to which you are party and lawful under Article 6(b) Regulation (EU) 2016/679.

In other cases, we consider the processing of your Personal Data in the above context to be based on a legitimate interest of Philips to be lawful under article 6(b) Regulation (EU) 2016/679.

Improve our products and service (Improvement Data)
Where we use Personal Data we have collected from you while you have been using Philips Products or Services and/or our Philips Pages for analytical purposes, we do this in order to improve our Products or Services and to enhance your user experience. We do this in order to have a general overview of the category of audiences that are interested in which of our Products or Services.

We consider the processing of your Personal Data in the above context to be based on a legitimate interest of Philips to improve our Philips pages and our range of products and services and to be lawful under article 6(b) Regulation (EU) 2016/679.

Sensitive Data
In the course of providing services to you, we may collect information that could reveal your racial or ethnic origin, physical or mental health, religious beliefs or political opinion. Such information is considered "sensitive personal data," under Article 9 Regulation (EU) 2016/679.

We only collect Sensitive Data where you have given your explicit consent, it is necessary, or you have deliberately made it public.

Affiliates and service providers
We may disclose your Personal Data:

- To our affiliates or subsidiaries for the purposes described in this Privacy Notice;
- To our third-party service providers who provide services such as website hosting, data analysts, payment/delivering processing, order fulfillment, information technology and related infrastructure provision, customer service, email delivery, CRM, identity management, event management, marketing intelligence, auditing, fraud detection and other services;
- To third parties, to permit them to send you marketing communications, consistent with your choices if you have opted into such sharing;
- To third-party sponsors of sweepstakes, contests and similar promotions;
- To your connections associated with your social media account, to other websites-users and to your social media account provider in connection with your social sharing activity. By connecting your Philips account and your social media account, you authorize us to share information with your social media account provider, and you understand that the use of the information we share is governed by the social media provider’s privacy policy;
- When you interact with Philips as a business customer, supplier or business partner, Philips may disclose Personal Data available in reports and other materials provided by you and/or your company pursuant to an engagement with another business partner and/or a supplier.

Other uses and disclosures
We may also use and disclose your Personal Data as we believe is necessary or appropriate (4) to comply with applicable law, which may include taxes outside your country of residence, to respond to requests from public and government authorities, which include authorities outside your country of residence, to cooperate with tax enforcement or for other legal reasons, (2) to enforce our terms and conditions, and (3) to protect our rights, privacy, safety or property, and/or that of our affiliates or subsidiaries, you or others.

In addition, we may use, disclose or transfer your information to a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceeding).

Third-party services
This Privacy Notice does not address, and we are not responsible for, the privacy, information or other practices of any third party, including any third party operating any websites or services to which the Philips Pages links. The inclusion of a link on the Philips Pages does not imply endorsement of the linked site or service by us or by our affiliates or subsidiaries.

In addition, we are not responsible for the information collection, use, disclosure or security practices or policies of other organizations, such as Facebook, Apple, Google, Microsoft, IBM or any other app developer, app provider, social media platform provider, operating system provider, wireless service provider...
or device manufacturer; including with respect to any Personal Data you disclose to other organizations through or in connection with the Philips Pages. These other organizations may have their own privacy notices, statements or policies. We strongly suggest that you review them to understand how your Personal Data may be processed by those other organizations.

By connecting your Philips account and your social media account, you authorize us to share information with your social media account provider, and you understand that the use or the information we share will be governed by the social media provider’s privacy policy. Your Personal Data may be shared with your friends associated with your social media account; to other website users and to your social media account provider. In connection with your social sharing activity, Philips is bound by the privacy practices or policies of these third parties as well as our own Social Media House Rules.

Third-party cookies or other tracking technologies

We use cookies or similar technologies when you interact with and use the Philips Pages - when you visit our website, use our social media pages, receive our emails, use our mobile apps and/or connected devices. In most cases we will not be able to identify you directly from the information we collect, using these technologies.

The data collected is used to:

- Ensure that the digital channel functions properly;
- Analyze digital channel usage to improve performance of our digital channels;
- Connect you to social media networks and read reviews;
- Help better tailor advertising to your interests, both within and beyond Philips digital channels;

You can delete cookies if you wish; while certain cookies are necessary for viewing and navigating on our website or app, most of the features will be still accessible without cookies. For further information about the use of cookies or other similar technologies used and your choices regarding cookies, please read our Cookie Notice.

How do we secure your Personal Data?

We seek to use reasonable organizational, technical and administrative measures to protect Personal Data within our organization. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us in accordance with the ‘How can you contact us?’ section below.

How long will the Personal Data be kept?

We retain your Personal Data for as long as needed or permitted in light of the purposes for which it was obtained. The criteria used to determine the retention periods include: (i) the length of time we have an ongoing relationship with you to participate in the Philips Pages you participated in the Philips Pages (ii) whether there is a legal obligation to which we are subject or (iii) whether retention is advisable to light of our legal position (such as in regard to applicable statutes of limitations, litigation or regulatory investigations).

Jurisdiction and cross-border transfer

Your Personal Data may be stored and processed in any country where we have facilities or in which we engage service providers, and by using the Philips Pages you consent to the transfer of information to countries outside of your country of residence, which may have data protection rules that are different from those of your country. In certain circumstances courts, law enforcement agencies, regulatory agencies or security authorities in those other countries may be entitled to access your Personal Data.

If you are located in the EEA, your Personal Data may be transferred to our affiliates or service providers in non-EEA countries that are recognized by the European Commission as providing an adequate level of data protection according to the EU standards (the full list of these countries is available here). For transfers from the EEA to countries not considered adequate by the European Commission, we have put in place adequate measures, such as our Binding Corporate Rules for Customer, Supplier and Business Partner Data and/or standard contractual clauses adopted by the European Commission and/or if the service provider is located in the USA is certified under the EU-US Privacy Shield, to protect your Personal Data. You may obtain a copy of these measures by following the link above or contacting us via our contact form.

Your rights and choices available to you

If you would like to submit a request to access, rectify, erase, restrict or object to the processing of Personal Data that you have previously provided to us, or if you would like to submit a request to receive an electronic copy of your Personal Data for purposes of transmitting it to another company (to the extent this right to data portability is provided to you by applicable law), you may contact us via our contact form. We will respond to your request consistent with applicable law.

In your request, please make clear what Personal Data you would like to have changed, whether you would like to have your Personal Data suppressed from our database, or otherwise let us know what limitations you would like to put on our use of your Personal Data. For your protection, we may only implement requests with respect to the Personal Data associated with your account, your email address or other contact information, that you use to send us your request, and we may need to verify your identity before implementing your request.

You may also opt-out from receiving electronic communications from Philips. If you no longer want to receive marketing-related emails on a going-forward basis, you may opt-out by clicking the unsubscribe button at the bottom of each promotional email you receive from us.

Please note that we may need to retain certain information for recordkeeping purposes and/or to complete any transactions that you begin or request to make a purchase or enter a promotion, you may not be able to change or delete the Personal Data provided until after the completion of such a purchase or promotion. There may also be residual information that will remain within our databases and other records, which will not be removed.

We will try to comply with your requests as soon as reasonably practicable. Please note that if you opt-out of receiving marketing-related emails from us, we may still send you important administrative messages, from which you cannot opt-out.

If you make use of some or all of your choices and rights, you may not be able to use, in whole or in part, certain Philips Services.

Special Information for parents

The Philips Pages are not directed to children, as defined under applicable law, and we do not knowingly collect Personal Data from children. It is, however, Philips policy to comply with the law when it requires parent or guardian permission before collecting, using or disclosing Personal Data of children. We are committed to protecting the privacy needs of children and we strongly encourage parents and guardians to take an active role in their children’s online activities and interests.

If a parent or guardian becomes aware that he or her child has provided us with his or her Personal Data without their consent, please contact us via our contact form if we become aware that a child has provided us with Personal Data, we will delete any data from our files.
California Civil Code Section 1798.83 permits our customers who are California residents to request and obtain from us once a year, free of charge, information about the personal information (if any) we disclose to third parties for direct marketing purposes in the preceding calendar year. If applicable, this information would include a list of the categories of personal information that was shared and the names and addresses of all third parties with which we shared information in the immediately preceding calendar year. If you are a California resident and like to make such a request, please contact us at contact form.

California Consumer Privacy Act of 2018. Pursuant to the California Consumer Privacy Act of 2018 (“CCPA”), we are providing the following details regarding the categories of Personal Information that we collect, use and disclose about California residents. Under the CCPA, “Personal Information” is information that identifies, relates to, or could reasonably be linked with a particular California resident or household.

Sources of Personal Information
We collect Personal Information from:
• Our interactions with you, such as through our websites, surveys, emails, social media, and any other online or offline interactions, such as when you contact us via phone or attend one of our events; and
• Through our affiliates, publicly available online sources and joint marketing partners.

Categories of Personal Information Collected
We collect, and have collected within the preceding 12 months, the following categories of Personal Information as listed in the CCPA:
• Identifiers, such as name, contact information, IP address and other online identifiers;
• Personal Information, as defined in the California customer records law, such as name, contact information and payment card number;
• Characteristics of protected classifications under California or federal law, such as age, race, religion, sex, primary language, and health;
• Commercial Information, such as transaction information and purchase history;
• Internet or network activity information, such as browsing history and interactions with our website;
• Geolocation data, such as device location;
• Audio, electronic, visual and similar information, such as call and video recordings and
• Inferences drawn from any of the Personal Information listed above to create a profile about, for example, an individual's preferences, behavior and characteristics.

Use of Personal Information
We use these categories of Personal Information for the purposes of operating, managing, and maintaining our business; providing our products and services; and accomplishing our business purposes and objectives, as described above under “What personal data do we collect and for what purpose?”

Disclosure of Personal Information
We have disclosed the following categories of Personal Information as listed in the CCPA to third parties for our operational business purposes within the preceding 12 months:
• Identifiers, such as name, contact information, IP address and other online identifiers;
• Personal Information, as defined in the California customer records law, such as name, contact information and payment card number;
• Characteristics of protected classifications under California or federal law, such as age, race, religion, sex, primary language, and health;
• Commercial Information, such as transaction information and purchase history;
• Internet or network activity information, such as browsing history and interactions with our website;
• Geolocation data, such as device location;
• Audio, electronic, visual and similar information, such as call and video recordings and
• Inferences drawn from any of the Personal Information listed above to create a profile about, for example, an individual’s preferences, behavior and characteristics.

We have disclosed these categories of Personal Information to our affiliates and subsidiaries, trusted third-party service providers, third parties, to permit them to send you marketing communications, consistent with your choices; third-party sponsors of sweepstakes, contests and similar promotions; and your connections associated with your social media account, to other website users and to your social media account providers, in connection with the social sharing you choose to see.

We have not sold Personal Information, as “sale” is defined in the CCPA.

Individual Rights and Requests
If you are a California resident, you may request that we:
• Disclose to you the following information covering the 12 months preceding your request:
  • The categories of Personal Information we collected about you and the categories of sources from which we collected such Personal Information:
  • The specific pieces of Personal Information we collected about you: the business or commercial purpose for collecting (if applicable) Personal Information about you; and
  • The categories of Personal Information about you that we otherwise shared or disclosed, and the categories of third parties with whom we shared or to whom we disclosed such Personal Information (if applicable).
• Delete Personal Information we collected from you.

To make a request for the disclosures or deletion described above, please contact us at contact form or 866-380-1263. We will respond to your request consistent with applicable law.

You have the right to be free from unlawful discrimination for exercising your rights under the CCPA.

How can you contact us?

If you have any questions about this Privacy Notice or about the way Philips uses your Personal Data, please contact our Data Protection Officer via our contact form. Alternatively, you have the right to lodge a complaint with a supervisory authority competent for your country or region.