

Samsung Ads Europe – Holding Statement and FAQ

NOTE:

- Any Samsung Ads related press inquiries or occurrences, please contact the following members immediately prior to any response is made:

Samsung Ads Team AdsStrategicMarketingESBO@sisa.samsung.com - Includes the following members

- Cathy Oh - Global Head of Marketing & Analytics, Samsung Ads
- Europe Strategic Marketing - Clare Hill, Kristina Juskyte

Europe Office PR

- Anouska Ruane (a.ruane@samsung.com)
- Emma Rahmani (e.rahmani@samsung.com)

- Please note that the Samsung Ads FAQ will be reviewed by Samsung Ads Strategic Marketing on a quarterly basis to ensure accuracy of information.

Holding Statement

Samsung is continuously developing innovative products and services so that we can deliver an unparalleled experience to both our consumers and partners. We work with advertisers to provide personalised recommendations that help consumers discover and explore content and brands. Consumers have the ability to opt out of receiving relevant ads through their Smart TV, and we encourage consumers to contact us directly on **[insert regional contact number]** with any product questions or concerns.

Frequently Asked Questions

1. Who is Samsung Ads?

Long Form: *Samsung Ads is an intuitive audience ad platform that leverages proprietary Smart TV insights to position content and brands within the organic viewing experience on the Samsung Smart TV. Samsung Ads enables advertisers and brands to reach households and enrich user experiences by harnessing the powerful insights of over 30 million ads-enabled Samsung Smart TVs, across EU 7 countries (UK, Germany, Spain, Italy, France, Austria and Switzerland) and Russia.*

Short Form: *Samsung Ads delivers Advanced TV advertising solutions built on the world's smartest connected audience platform.*

In-Depth Version: *Samsung Ads is an intuitive audience ad platform that leverages proprietary Smart TV insights to position content and brands within the organic viewing experience on the Samsung Smart TV. Samsung Ads enables advertisers and brands to reach households and enrich user experiences by harnessing the powerful insights of over 30 million ads-enabled Samsung Smart TVs, across EU 7 countries (UK, Germany, Spain, Italy, France, Austria and Switzerland) and Russia.*

We strive to offer inspiring and innovative experiences to our customers, including opportunities to discover new films, series and services from their Samsung Smart TVs.

Samsung is dedicated to providing transparency to consumer's privacy choices. As part of the initial set up process, and before activating any feature, Samsung Smart TV users are asked to choose whether to opt in or out of the Smart TV's 'Privacy Notice' and 'Terms and Conditions' -

which include clauses on Interest-Based Advertising (“IBA”) - and of the collection of viewing and consumption patterns for Smart TV data. These choices can easily be re-accessed and modified by the user at any time by visiting the 'settings' menu in the users' Smart TV to disable features or services.

Samsung handles data with the utmost care. We safeguard data by using the highest levels of technical security and conduct business based on legitimate grounds under applicable data protections laws among which include user's consent and performance of contract.

2. Why are there ads on my TV?

Samsung is continuously developing and enhancing the experience we provide to customers through our Smart TVs. Samsung Ads works with advertisers to provide personalised recommendations that help consumers find and explore content and brands.

Our Smart TVs offer our consumers the choice to opt-in to receive interest based ads and the ability to customise their Smart TV viewing experience. To provide consumers with customised Smart TV experiences, some of our features and services will rely on TV viewing history and Smart TV usage information, all observed at a household level. All data is gathered through de-identifiable device IDs at a household level, which can be reset by the user.

As part of the initial set up process, Samsung Smart TV users are presented with Samsung Smart TV's 'Privacy Notice' and 'Terms and Conditions'. They are also given the option to opt-in to features such as Interest-Based Advertising (“IBA”) services and Viewing Information Services. These choices can easily be re-accessed and modified by the user at any time by visiting the 'settings' menu in the users' Smart TV: go to Terms and Policy and then Interest Based Advertising to disable the services.

3. When was Samsung Ads founded and what is your reach across the globe?

Samsung Ads was established in the United States five years ago (2015), based in New York City. The EU Samsung Ads business has been established for two years (2018) and is based in central London.

Samsung Ads is a global organisation with regional offices that manage their respective locations. Today, Samsung Ads has offices in the U.S., Canada, UK, Australia, India and South Korea.

Samsung Ads in Europe enables advertisers and brands to reach relevant audiences and enrich user experiences by harnessing the powerful insights of over 30 million ads-enabled Samsung Smart TVs across EU 7 countries (UK, France, Italy, Spain, Germany, Austria, Switzerland) and Russia.

4. Why did Samsung Electronics create an advertising division?

With the rapid evolution in technology and the variety of content viewing platforms, consumers today have unlimited choices. We are dedicated to delivering an unparalleled experience for our consumers and are committed to providing them with a wide range of content with ease of discoverability. That's why we partner with brands and entertainment platforms to bring consumers ads based on their interests to enhance their discovery journey.

5. What type of ads will I see and where?

In Europe, Samsung Ads offers native Smart TV advertising on 1st Screen navigation menu, app store, Universal Guide and Samsung TV Plus OTT service. Our premium display and video ads are integrated seamlessly into the native Smart TV experience, helping viewers discover brands and content they'll love.

Users have the choice to interact with the ads on the 1st Screen navigation menu, which will allow for a preview panel to appear for an expanded ad experience. All interactions are user-initiated, so if a consumer does not want to engage with an ad, they do not have to.

We aim to provide a better Smart TV experience by serving ads in a way that is respectful, unobtrusive and customised to consumers' interests at the household level.

As part of the initial set up process, Samsung Smart TV users are presented with Samsung Smart TV's 'Privacy Notice' and 'Terms and Conditions'. They are also given the option to opt-in to features such as Interest-Based Advertising ("IBA") services and Viewing Information Services. These choices can easily be re-accessed and modified by the user at any time by visiting the 'settings' menu in the users' Smart TV.

When reviewing approved ads, we strictly adhere to all government regulations. In addition, Samsung has created its own guidelines to ensure consumer privacy.

Here are our guidelines of prohibited advertising:

- *Illegal activity, including any form of illegal activity or the promotion thereof, any type of illegal substance, any website containing illegal, false or deceptive investment advice or money-making opportunities.*
- *Violence including obscene or vulgar language, bullying, assault, injury to or killing of human beings or animals.*
- *Content promoting violence or advocating against a particular group, including groups identified by their race or ethnic origin, religion, color, national origin, disability, age, veteran status, sexual orientation or gender identity.*
- *Religious or occultist content, imagery or symbols.*
- *Drugs and drug paraphernalia.*
- *Tobacco or tobacco-related products.*
- *Firearms.*
- *Obscene or sexual material.*
- *Alcohol advertising, marketing or promotional content promoting excessive consumption of alcoholic beverages is prohibited, both online and on-air.*

6. How does Interest Based advertising work?

Interest-based advertising allows Samsung Ads to deliver relevant ads based on viewing behaviour and device usage, which reflects a household's interests. If a consumer has opted-in to interest-based advertising, Samsung's aim is to show them relevant ads so they may discover new content or learn more about a product. We use viewing behaviour and device usage data upon the viewers' consent that reflects consumers household interests, combined with data from trusted third-party providers. All of this is done at the household level.

Consumers can opt out of interest-based advertising. *Opting out of interest-based advertising means consumers will still see ads, but they will not be targeted based on their interests.*

7. Can consumers opt-out of ads?

No. However, our privacy guidelines in alignment with GDPR provide consumers with the ability to opt-in or opt-out of interest-based advertising on their Smart TVs at any time they want by visiting the 'setting' menu in the users' Smart TV.

8. Do you deliver ads on other devices within the Connected TV home?

Currently in Europe, we offer native advertising on Samsung Smart TVs only. These ads position advertisers' brand and app content directly within the native Samsung Smart TV experience.

9. What is Samsung Ads' approach to consumer privacy?

We take our customers' privacy seriously. It's at the heart of everything we do.

Samsung Smart TVs are designed with privacy in mind. We strive to offer innovative advertising experiences for our customers, including opportunities to discover new content, movies, series, promotional offers and services on their Samsung Smart TVs. In order to provide such services, and only with clear consent from our customers, Samsung uses household level TV data, including IP address and viewing data.

All data is encrypted and is gathered through de-identifiable device IDs, which can be reset by the user. Samsung Ads employs industry-standard security safeguards and practices to protect information. For more information, please refer to Samsung's Privacy Policy at:

<https://www.samsung.com/us/account/privacy-policy/samsungads/>

10. What do you mean by household level TV data? What specific data Samsung will use as a part of Samsung ads?

Only with clear consent from our customers, Samsung uses household level TV data, including IP address and viewing data.

All data is encrypted and is gathered through de-identifiable device IDs, which can be reset by the user. Samsung Ads employs industry-standard security safeguards and practices to protect information. For more information, please refer to Samsung's Privacy Policy at:

<https://www.samsung.com/us/account/privacy-policy/samsungads/>

11. What do you use my data for and is my data safe with Samsung Ads?

We take your privacy seriously. It's at the heart of everything we do. Samsung uses de-identified data regarding smart TV usage and the popularity of TV content services. The de-identified data regarding Smart TV usage and popularity is not linked to any personal information of the user. Our Smart TVs include numerous features that combine data security with an amazing user experience and we make every effort to handle data with the utmost care. For more information, please refer to Samsung's Privacy Policy at: <https://www.samsung.com/us/account/privacy-policy/samsungads/>

12. What is ACR technology?

Automatic Content Recognition (ACR) data is de-identified data collected from Smart TVs to better understand the content being consumed behind the TV screen (e.g. TV shows and movies watched). Using ACR, Samsung Ads can observe opted-in, household-level content viewership across TV channels and programmes, commercials, device usage, OTT, set-top boxes and gaming consoles.

Samsung has developed its own proprietary ACR technology that is managed in-house. ACR helps:

- *Smart TV manufacturers deliver "smart" recommendations to help users find content.*
- *Provide valuable information to publishers on how household users engage with their content*
- *Add value to the user experience by enabling advertisers to use this data to deliver relevant and helpful ads tailored to the viewer's interests.*

All insights, powered by Automatic Content Recognition, are gathered at a household level rather than a personal level.
