

SAMSUNG Art Store Curation Service Privacy Notice

Effective Date: January 1, 2020

Samsung Electronics Co., Ltd., along with our affiliates and subsidiaries (collectively, “Samsung”) respect your concerns about privacy. This Art Store Curation Service Privacy Notice applies to the personal information we obtain through Art Store Curation Service (“Art Store”). It does not apply to information collected by other apps, websites or services provided by Samsung.

This Privacy Notice provides information about how may collect, use and share your personal information in connection with Art Store. Our Privacy Policy at <https://account.samsung.com/membership/pp> (“Samsung Privacy Policy for the U.S.”) will also apply to your use of Art Store, and should be read in conjunction with this Privacy Notice. The Samsung Privacy Policy for the U.S. provides additional information about our personal information practices, including how to contact us. In the event any portion of this Privacy Notice conflicts with the Samsung Privacy Policy for the U.S. the relevant provisions of this Privacy Notice will govern.

Information We Obtain

Through Art Store, we may obtain information about you in various ways. The types of personal information we may obtain include:

- Samsung Account information such as your Samsung Account ID, GUID, content ID and content viewing history; and
- Device and app information such as content ID and content viewing history, which we collect through automated means about your Art Store-enabled devices. In addition, we may obtain information about how, when and for how long you use your Art Store-enabled devices.

How We Use the Information We Obtain

We may use the information we obtain through Art Store to:

- identify and authenticate you so you may use Art Store;

- provide you with Art Store such as “For you”;
- improve and customize your experience with Art store, such as delivering content and responses tailored to you and the way you interact with Art Store;
- respond to your requests, inquiries, and instructions made through Art Store;
- deliver advertising, including customized advertisements, sponsored content, and promotional communications (such as through Samsung Ads, more details available at <https://www.samsung.com/us/account/privacy-policy/samsungads>);
- allow you to interact with and use participating third-party apps and services;
- operate, evaluate and improve Art Store and our business (including developing new products and services; enhancing and improving our products and services; managing our communications; analyzing our products, services and customer base; conducting market research; performing data analytics; and performing accounting, auditing and other internal functions);
- protect against, identify and prevent fraud and other criminal activity, claims and other liabilities; and
- comply with and enforce applicable legal requirements, relevant industry standards and our policies, including this Privacy Notice and the Samsung Privacy Policy for the U.S.

Updates to This Privacy Notice

This Privacy Notice may be updated periodically to reflect changes in our personal information practices with respect to Art Store or changes in the applicable law. We will indicate at the top of this Privacy Notice when it was most recently updated.