

## Privacy Notice of Live Chat Service

### **1. General information and scope**

Samsung Electronics GmbH (“SEG”) respects the protection of your personal data. This Privacy Notice provides transparent information on which personal data we collect, and how we use and disclose this data, when you **use our Live chat service (“Service”)**. In addition, at the end of our Privacy Notice, we will inform you of the rights that you have as a data subject within the meaning of data protection law.

***Products and services of Samsung Electronics Co. Ltd and of Samsung Electronics (UK) Limited are also available to you on our website). In these cases, Samsung Electronics Co., Ltd. and Samsung Electronics (UK) Limited are responsible for collecting and processing your personal data, not SEG. The data are collected and processed based on the Global Data Protection Policy of Samsung Electronics Co., Ltd., Samsung Electronics (UK) Limited, to which you are referred when purchasing and using the relevant products and services.***

This Privacy Notice is for your information. Should we need your consent to collect and process your personal data, we will obtain it separately.

### **2. How to contact us**

The controller for data collection and processing is Samsung Electronics GmbH, Am Kronberger Hang 6, 65824 Schwalbach am Taunus. You can reach our data protection officer at: European Data Protection Officer, Samsung Electronics (UK) Limited, Samsung House, 1000 Hillswood Drive, Chertsey, Surrey KT16 0PS, UK, Contact: [DSGVO-Support-Seite](#).

### **3. What information do we process for what purpose and on what legal basis?**

SEG processes your personal data for the following purposes and on the following legal bases:

<b>Data</b>	<b>Purpose</b>	<b>Legal Basis</b>
Chat conversation between customer service agent and agent	To improve service quality	Legitimate interest, which include improving the Service and to manage our relationship with you, Art. 6 (1) (f) GDPR

If and to the extent that we need your consent to process your personal data in individual cases, we will seek such consent separately.

### **4. To whom do we disclose your information?**

We disclose your personal data to selected service provider (Competence Call Center Berlin GmbH) who support us with certain tasks, namely processing orders, customer communication or managing our customer data base, and who process your personal data on our behalf in this context and in compliance with the statutory data protection requirements (so-called data processors).

A transfer of your data to other third parties does not occur.

## **5. Data transfer outside the EEA**

We will transfer your data to the above-mentioned service providers who process your data both in countries inside and outside of the EEA (USA) if they are carrying out the tasks named in section 4 on our behalf.

SEG has provided for appropriate and reasonable guarantees to ensure an appropriate level of data protection is met by the recipient of your personal data in the event that your personal data are transferred and processed outside the EEA, for example, by entering into so-called standard contract clauses of the EU Commission. Please contact us at the address mentioned in section 2 if you would like to receive additional information concerning which guarantees were given or a copy of them.

## **6. Data storage, duration of storage**

We will store your personal data as long as necessary for the purpose for which your personal data were collected and processed (for example, for the purpose of processing an order or for answering a question you sent).

If there is no longer any legitimate business necessity to process your personal data, we will erase your personal data. Statutory safekeeping obligations remain unaffected.

## **7. Your rights**

You have the following rights with respect to personal data concerning you:

- Right to object to processing (Article 21 GDPR)
- Right to information (Article 15 GDPR)
- Right to rectification (Article 16 GDPR) or cancellation (Article 17 GDPR)
- Right to restriction of processing (Art. 18 GDPR)
- Right to data portability (Article 20 GDPR)
- Right to complain to a data protection supervisory authority about the processing of your personal data by us (Art. 77 GDPR).
- Right to withdraw your consent.

You can assert these rights in any of the ways of communication provided above (see contact details of the data controller).

You have the right at any time to refuse to be sent advertisements by us. You can exercise this right by clicking on the “unsubscribe” link in the emails we send you. To refuse other types of advertising (e.g. by mail), please contact us via the contact data under the “Contact us” section [link]. Similarly, you may withdraw your consent at any time if we collect and process your personal data with a separate consent. The withdrawal of your consent does not affect the

lawfulness of the processing of your data that took place before you revoked your consent or the processing of your personal data that we carried out based on a legitimate interest and for which no consent is required.

You have the right to complain to a data protection authority about the collection and use of your personal data. For further information, please contact your local data protection authority. (You can find contact data for the data protection authorities in the European Economic Area, in Switzerland and in some non-European countries (including USA and Canada) [here](#)).