

# PRIVACY NOTICE –MYSTERY BOX CONTEST

At **Samsung Electronics Nordic AB** (“**Samsung**”, “**we**”, “**us**”, “**our**”), we know how important privacy is to our customers. We created this privacy notice (“**Privacy Notice**”) which applies to the **Mystery Box Contest** (“**Contest**”) organized and administrated by Samsung. This Privacy Notice applies regardless of whether you use a computer, mobile phone, tablet, TV, home appliance device, or other smart device to access the Contest.

## 1. WHAT INFORMATION DO WE COLLECT?

A) We collect the following information, which you provide directly to us when you participate in the Contest or when you contact us:

- Your email address; and
- Information that you submit to us, such as a photo as part of the Contest entry.

B) In addition to the above, if you are selected as a winner we will collect the following personal data from you:

- Your name;
- Shipping address;
- If necessary, information about you such as your e-mail address and/or phone number, or other information required to send you the prize;
- If required under the applicable national legislation (such as tax laws, accounting laws), your personal identification number.

## 2. HOW DO WE USE YOUR INFORMATION?

We will use the information we collect for the following purposes:

- A) To conduct the Contest and pick a winner for it; and
- B) To administrate the prize to the winners of the Contest, in accordance with applicable legislation.

Samsung’s legal basis to process the personal data in A) above is that it is necessary for Samsung’s legitimate interests to process the personal data that may be submitted to Samsung in connection with the Contest. Samsung’s legitimate interest is to arrange a competition which will entertain visitors of the live shopping event organized by Samsung and spread awareness of Samsung’s products and brand.

Samsung’s legal basis to process the personal data in B) above is that it is necessary for the entering into and performance of a contract between you and Samsung in relation to the administration of the prize. Samsung may also process the personal data based on the legal basis that it is necessary for Samsung to comply with legal requirements (for example, to comply with applicable accounting rules, tax laws, and to make mandatory disclosures to law enforcement and/or in connection with judicial procedures).

### 3. WHO DO WE SHARE YOUR INFORMATION WITH?

We may disclose your information internally within our business to the relevant teams such as, without limitation, the marketing team, customer services team, legal team, and the finance team. We may also disclose your information to the following entities, only to the extent that this will be necessary to conduct the Contest:

- **Affiliates.** Your information may be shared among Samsung affiliates for the purposes described in this Privacy Notice. The term 'affiliates' refers to companies related to Samsung Electronics Co., Ltd. by common ownership or control. Our affiliates include companies with the Samsung Electronics name. Affiliates also include other companies related by common ownership or control, such as Samsung SDS Co., Ltd.
- **Service Providers.** We disclose your information to carefully selected companies that provide services for or on behalf of us, such as companies that help us with repairs, customer contact centres, customer care activities, advertising, conducting customer satisfaction surveys, billing, or that send emails on our behalf. These entities are limited by contractual provisions in their ability to use your information for purposes other than providing services for us. For the Contest, Veddesta Distribution AB, a Swedish limited liability company (with an office at Stålgatan 11 A, 195 72 Rosersberg, Sweden) will send out the prize to the winner and consequently provide services to us that entails the processing personal data.
- **Other Parties When Required by Law or as Necessary to Protect Our services.** There may be instances when we disclose your information to other parties:
  - To comply with the law or respond to compulsory legal process (such as a search warrant or other court order);
  - To verify or enforce compliance with the policies governing the conduct of the Contest; and
  - To protect the rights, property, or safety of Samsung, or any of our respective affiliates, business partners, or customers.

### 4. HOW LONG DO WE KEEP YOUR INFORMATION

If you win the Contest, we will only process your personal data for the time necessary to make sure that you receive your prize, or in accordance with how long we have to store it for legal reasons. We will delete the personal data shortly after you have received your prize, if you are the winner, unless we are required to store your personal data for longer time as required from time to time by mandatory laws.

We will not keep your personal data for longer than is necessary for the purpose it was collected. This means that data will be destroyed or erased from our systems when it is no longer required.

We take appropriate steps to ensure that we process and retain information about you based on the following logic:

1. At least the duration for which the information is used to arrange the Contest;
2. As required under law, a contract, or with regard to our statutory obligations; or

3. Only for as long as is necessary for the purpose for which it was collected, is processed, or longer if required under any contract, by applicable law, or for statistical purposes, subject to appropriate safeguards.

## **5. WHERE DOES YOUR INFORMATION GO?**

Your participation in the Contest will involve the transfer, storage, and processing of your personal information to other countries; such countries include, without limitation, countries in the European Economic Area, the United States of America, China, Singapore, Vietnam, India, Canada, the Philippines, and Japan. All international data transfers are subject to legal requirements to ensure that your personal information is processed safely and as you would expect.

We will take appropriate measures, in compliance with applicable law, to ensure that your personal information remains protected. Such measures include the use of Standard Contractual Clauses to safeguard the transfer of data outside of the EEA. For more information, or to obtain a copy of the contractual agreements in place, please contact us by visiting our Privacy Support Page.

## **6. YOUR RIGHTS**

You have the right to request details about the information we collect about you and to request us to correct inaccuracies in that information, to object to or request the restriction of processing, and to request access to, or the erasure or portability of your information. Under the laws of some jurisdictions, we may decline to process requests that are unreasonably repetitive, require disproportionate technical effort, jeopardise the privacy of others, are extremely impractical, or for which access is not otherwise required by local law.

To make a request concerning your rights or to make an inquire, contact us. See the CONTACT US section 7 below.

If you request deletion of personal information, you acknowledge that you may not be able to fully participate in the Contest and that residual personal information may continue to reside in Samsung's records and archives for some time, in compliance with applicable law, but Samsung will not use that information for commercial purposes. You understand that, despite your request for deletion, Samsung reserves the right to keep your personal information, or a relevant part of it, in line with the above section on "How long do we keep your information?" and applicable laws. Samsung may suspend, limit, or terminate your access to the website for violating the Samsung Terms of Use when necessary to protect the rights, property, or safety of Samsung, or any of our respective affiliates, business partners, employees, or customers.

## **7. CONTACT US**

If you have any specific questions, please contact our European Data Protection Officer at:

European Data Protection Officer

Samsung Electronics (UK) Limited

Samsung House, 1000 Hillswood Drive, Chertsey, Surrey KT16 0PS

If you would like to contact us to exercise your rights, please visit our [Privacy Support page](#).

You may lodge a complaint with the relevant supervisory authority if you consider that our processing of your personal data infringes applicable law. Contact details for all EU Supervisory Authorities can be found [here](#).