

# PRIVACY NOTICE –INTERIOR STYLING 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 “**Interior Styling Contest**” (“**Contest**”) available through our email [samsungstyling@wenderfalck.com](mailto:samsungstyling@wenderfalck.com). 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:

- Your name and email address;
- Copy of your product order from Royal Design;
- The pictures of your room which you wish to receive styling tips for; and
- The information you provide us in the motivation why you need interior styling help.

B) If you are selected as a winner, the following personal data will also be collected from you:

- Your name;
- If necessary, information about you such as your e-mail address and/or phone number, or other information required to arrange your receipt of the prize; and
- 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 administer the prize to the winners of the Contest, in accordance with applicable legislation (such as announcing the winner, book keeping etc.).

Samsung’s legal basis to process the personal data in A) above is that it is necessary for Samsung’s legitimate interests (Article 6.1(f) GDPR) 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 Samsung’s customers 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 (Article 6.1(b) GDPR) 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 (Article 6.1(c) GDPR) (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 may also include other companies related by common ownership or control, such as Samsung SDS Co., Ltd. Particularly, Samsung SDS Co., Ltd. operates and maintains, on behalf of Samsung Electronics Co., Ltd., a number of services, including but not limited to: Samsung account, Samsung Health, Samsung Pay, Find My Mobile, Customisation Service, Galaxy Apps (Buyer), Samsung Pass, Samsung Cloud, Samsung Themes, Samsung Social, Secure Folder, Email, Samsung Focus, Samsung Friends, and Secure Wi-Fi.
- **Service Providers.** We may 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, the stylist company will receive information about you and the pictures of the room which you wish to receive styling tips for in order to deliver the prize to the winner and consequently provide services to us that entail 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

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 and until the winner is announced;
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.

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.

## **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 or at [dataprotection.sena@samsung.com](mailto:dataprotection.sena@samsung.com).

## **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 and EEA Supervisory Authorities can be found [here](#).