

PRIVACY NOTICE – TAP & UNLOCK 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 **Tap & Unlock Contest** (“**Contest**”) available in our Members App. Samsung Electronics Nordic is the data controller for the processing of personal data.

Our privacy notice at <https://account.samsung.com/membership/terms/privacypolicy> (“**Privacy Notice For Members**”) also applies to your use of Samsung Members. It contains more information about how we use your data. Please read our Privacy Notice For Members in addition to this Privacy Notice. However, this Privacy Notice shall always prevail over the Privacy Notice For Members in relation to how we use your information for Samsung Members.

1. WHAT INFORMATION DO WE COLLECT?

Through the Members App, Samsung obtains information about you for this Contest in various ways.

Information You Provide Directly:

- Samsung account information, such as your Samsung account ID, nickname, and password;
- Contact information, if you win a prize, such as name, e-mail address and personal identification number if necessary due to the tax legislation.

Information About Your Participation in the Contest

In addition to the information you provide, we will collect information about your use of our Samsung Members App, what result you achieved and when you played the game. This information will be collected through software (such as cookie or similar) on your devices and by other means.

If you want to read more about how Samsung uses cookies, please see also Samsung Cookie Policy available in Swedish <https://www.samsung.com/se/info/privacy/cookie-policy/>.

2. HOW DO WE USE YOUR INFORMATION?

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

- A) To conduct the Contest; 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 Samsung 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 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 may also include other companies related by common ownership or control, such as Samsung SDS Co., Ltd.
- **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 providers are also committed to protecting your information.
- **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:
 - For the purpose of law enforcement, national security, anti-terrorism or other issues that are related to public security;
 - To verify or enforce compliance with the policies and terms and conditions governing the Contest; and
 - To protect the rights, property, or safety of Samsung, or any of our respective affiliates, business partners, or customers.
- **Other parties in connection with corporate transactions:** We may disclose your information to a third party as part of a merger or transfer, acquisition or sale, or in the event of bankruptcy; and
- **Other parties with your consent or at your direction:** In addition to the disclosures described in this Privacy Notice, we may share information about you with third parties when you separately consent to or request such sharing.

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, United Kingdom and Korea. 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. See the CONTACT US section 7 below.

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 at <https://www.samsung.com/request-desk> or send an e-mail to dataprotection.sena@samsung.com.

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](#).