

PRIVACY NOTICE

INTRODUCTION

This Privacy Notice (“Notice”) applies to the processing of your data by Philips in the context of registering yourself to test Philips’ products and services. It explains how we process your data when you sign up to participate in our research studies.

WHO IS THE CONTROLLER OF YOUR DATA?

For the processing activities set out under this Notice, the controller of your data is Philips Consumer Lifestyle B.V., located High Tech Campus 5, 5656 AE, Eindhoven, The Netherlands.

WHAT TYPES OF DATA DO WE PROCESS?

Specific information regarding what data we may process is found below.

Data fields
First name, Middle name and Last name
Gender
Date of birth
Postal address (street, house number and postal code)
E-mail address
Phone number
Questionnaire answers (including interest, product usage, testing type)

FOR WHICH PURPOSE(S) DO WE PROCESS YOUR DATA?

The purposes for which we will process your data:

- To register you as a participant in our research participant database;
- To determine your eligibility and recruit you to participate in future research studies;

In addition, Philips may also process your data for the following purposes:

- For audits, to check whether our internal processes function as intended and are in line with legal, regulatory or contractual requirements; and
- To respond to requests from public and government authorities, including law enforcement; and
- To analyze and prepare aggregated reports on research participants in the database.

THE LEGAL BASES USED TO PROCESS YOUR DATA

Philips processes your data for the purposes mentioned above only when we have a lawful basis to do so. We process your data:

- Based on performance of contract to register your data in our research participants database;
- Based on our legitimate interest to assess your eligibility and recruit you for future research studies; and
- To comply with our legal or regulatory obligations.

DO YOU NEED TO PROVIDE YOUR DATA?

Providing your data to Philips for the purposes described in this notice is completely voluntary. In case you do not want to provide your data to Philips, there will be no negative consequences for you. However, you will not be able to register yourself and participate in the study.

WITH WHOM DO WE SHARE YOUR DATA?

Your data may be shared with other Philips affiliates who are part of the Philips Group. Access to data within Philips will be limited to those who have a need to know the information, for the purposes described in this Notice.

From time to time, Philips may need to share your data with external third parties, which may include the following:

- *Service Providers.* We contract with trusted third-party companies that provide products and services to us such as IT systems and support.
- *Public and Governmental Authorities.* When required by law, or as necessary to protect our rights, we may share your data to public and governmental authorities that regulate or have jurisdiction over Philips.
- *Other parties in connection with corporate transactions.* We may also, from time to time, share your data in the course of corporate transactions, such as during a sale of a business or a part of a business to another company, or any reorganization, merger, joint venture, or other disposition of Philips' business, assets, or stock.

INTERNATIONAL TRANSFER OF YOUR PERSONAL DATA

Due to our global nature, your data may be transferred to or accessed by Philips affiliates and trusted third parties from various countries around the world in order for Philips to fulfill the purposes described in this Notice. As a result, if the study takes place in a member state of the European Economic Area, we may transfer your data to countries located outside of the European Economic Area. Some of these countries are recognized by the European Commission as providing an adequate level of protection; however, for countries that are not recognized by the European Commission as providing an adequate level of protection, we have put in place appropriate legal, organizational, and procedural measures to protect your data, such as:

- The Philips Privacy Rules (also known as the Binding Corporate Rules). These have been approved by the competent data protection authorities. The Philips Privacy Rules enable the transfer of your data between Philips affiliates;
- Standard Contractual Clauses which have been approved by the competent European Institution. These Clauses enable the transfer of your data to external third parties.

HOW LONG DO WE KEEP YOUR DATA?

We keep your data as long as we need to fulfill the purposes for which it has been collected.

The criteria used to determine our retention periods include:

- How long your data is needed to fulfill the purposes for which it was collected as described in this Notice.
- Whether Philips is subject to a legal obligation to retain your data.

Taking into account the criteria outlined above, your data will be permanently deleted either at your request, or, with prior notification to you, in the event that your account is inactive or doesn't meet the study participation criteria established by Philips.

HOW DO WE SECURE YOUR DATA?

Philips is committed to maintaining the security of the data we process. To protect your data, we take appropriate measures, and we also require our service providers to protect the confidentiality and security of your data. Depending on the state of the art, the costs of the implementation and the nature of the data to be protected, we put in place physical, technical, and organizational measures to prevent risks such as destruction, loss, misuse, alteration, and unauthorized disclosure of or access to your data.

WHAT ARE YOUR PRIVACY RIGHTS?

You are required to provide accurate Personal Data to facilitate the creation of your participant account and to enable us to contact you for Philips research studies. It is your sole responsibility to ensure that the information you provide is accurate and that you update it on a timely basis to maintain accuracy.

You may access and update your data at any time by logging into your participant research account.

To the extent required by applicable law, you have certain rights with respect to the processing of your data which enable you to:

- obtain information on the processing of your data,
- obtain a copy of your data in a machine-readable format,
- object to the processing of your data,
- have your data rectified or deleted or their processing restricted (to the extent permitted by applicable law), and
- withdraw consent (if applicable) that you might have given with respect to the processing of your data without any consequence for you.

To exercise your rights or to ask any other questions related to the protection of your data in Philips or regarding this Notice in general, you can contact the Philips Data Protection Officer via www.philips.com/contactprivacy or by regular mail at:

Philips – Attn: Group Legal (Privacy),
Philips Center HBT 16, Amstelplein 2,
1096 BC, Amsterdam, The Netherlands.

If you are not satisfied with Philips' response or believe that your data is not being processed in accordance with the law, you may contact or lodge a complaint with the competent data protection authority or seek other remedies under applicable law.