

## Privacy Policy

This Privacy Policy describes how LG Electronics Benelux Sales B.V. gains access to and uses your personal information in the context of LG Service App. Please read it carefully before using LG Service App.

### 1. Introduction

LG Electronics Benelux Sales B.V. ("LGE" or "we") is committed to protecting the information of those individuals and groups who use the LG Service App. This Privacy Policy sets out how we collect, use, and share information that we obtain as a result of your use of the LG Service App and, in particular, sets out:

- What information LGE may obtain from you, your mobile device as a result of your use of LG Service App;
- How LGE uses the information that it obtains;
- When LGE shares information with others; and
- How you may control LGE's use and sharing of your information.

LG Service App may provide access to software applications and links to other services owned and operated by third parties including operating system providers and other contents and application providers. These third party services are outside the scope of this Privacy Policy and have their own policies that apply to the collection, use and sharing of information in connection with their services. We encourage you to read those policies. LGE is not responsible or liable for the privacy practices of such third parties.

### 2. What information does LGE obtain?

We collect from you certain information in connection with the LG Service App, including:

- Information you provide directly to us;
- Information we obtain from your use of the LG Service App.

The information that we may receive when you use your LG Service App include both, the information that can be used to identify a person ("Personally Identifiable Information"), and the information that does not, on its own, permit direct association with any specific individual ("Non-Personally Identifiable information").

#### (1) Personally Identifiable Information

"Personally Identifiable Information" is information that identifies you personally or, when combined with other information could potentially identify you personally. LGE collects and stores the following Personally Identifiable Information through the LG Service App:

- Mandatory collection : Name, company, phone number, device model, language and country setting;
- Automatic collection : Service log (record of use);
- Optional collection: upgrades, service notices, FCM key (for push alarms).

#### (2) Non-Personally Identifiable Information

Non-Personally Identifiable Information does not identify you personally. Here are some examples of the sorts of information which could be (but may not always be) Non-Personally Identifiable Information that is collected via the LG Service App: LG Service App uses Google Analytics cookies. Information collected by Google Analytics cookies will be transmitted to and stored by Google on servers in the United States of America in accordance with its privacy practices. To see an overview of privacy at Google and how this applies to Google Analytics, visit <https://www.google.com/intl/nl/analytics/>. You may opt out of tracking by Google Analytics by visiting <https://tools.google.com/dlpage/gaoptout?hl=nl>.

We collect the above Non-Personally Identifiable Information from all visitors to our LG Service App. If you do not want LGE to have access to this information, please do not use our LG Service App.

### 3. How will LGE use the information it obtains?

#### (1) Personally Identifiable Information

We use your Personally Identifiable Information that is collected through the LG Service App primarily for the following purposes:

- To deliver, maintain, protect and improve our services;
- To complete a service requested by you;
- To ensure the LG Service App is relevant to your needs;
- To help us create and publish content most relevant to you;
- To notify you about a material change to this Privacy Policy or the terms of use agreement, if necessary; and
- To send you push alarms regarding the LG Service App.

This means that the legal basis for us processing your personal information as described above will typically be:

- Legitimate Interests: where it is necessary for our or our third parties' legitimate business interests. For LGE, this will include its interests as a consumer electronics products manufacturer and service provider.

(2) Non-Personally Identifiable Information

Non-Personally Identifiable Information is used as described above and in other ways as permitted by applicable laws, including combining Non-Personally Identifiable Information with Personally Identifiable Information.

#### 4. Information Sharing

Please be aware that we may further share such information with the following entities:

- **Third Party Service Providers.** We may share your Personally Identifiable Information and Non-Personally Identifiable Information with third party service providers to enable LG Service App.

Under no circumstances shall your personal information be processed for marketing purposes, nor shared with third parties for marketing purposes.

#### 5. How long will LGE keep my personal Information?

We will take reasonable steps to make sure that we keep your personal information for as long as is necessary for us to provide you with LG Service App or other purposes set out in this Privacy Policy. In case of non-use of the App for a one year period from the date of the last use, then your personal data will be automatically deleted.

#### 6. Cookies and other tracking technologies

When you use the LG Service App, we may collect Analytical cookies. They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way LG Service App works, for example, by ensuring that users are finding what they are looking for easily. These cookies do not collect information that can identify you. All the information that these cookies collect is anonymous and is only used to improve how LG Service App works.

#### 7. Security

We use commercially reasonable efforts to safe guard the confidentiality and security of your personal information.

Nevertheless, due to the design of the Internet, ever-changing technology, and other factors outside of our control, we cannot guarantee that communications between you and our servers will be free from unauthorized access by third parties or that we will not be subject to security breaches. We do not accept any responsibility for the disclosure of personal information due to errors in transmission or unauthorized or unlawful acts of third parties.

#### 8. Protecting the Privacy of Children

Protecting the privacy of children is important to us. For that reason, the LG Service App is not directed at or designed to attract anyone under 16 years old or the age of majority in the relevant jurisdiction. Should we learn or be notified that we have collected information from users under the age of 16 or the age of majority in the relevant jurisdiction, we will promptly delete such personal information.

#### 9. Changes to this Privacy Policy

This Privacy Policy may be updated by LGE from time to time. If we make a material change to our Privacy Policy, we will update you via your mobile device or other means.

#### 10. Accessing Your Information and Your Rights

You have the right to request access to, rectification or erasure of, the personal information LGE holds about you or the right to object to or restrict certain types of processing of your personal information), or to receive a machine-readable copy of your personal information. If permitted by laws, a reasonable fee for providing you with such service may be charged. For further information or to exercise any of these rights, please contact us at contact details below.

#### 11. Contacting LGE about this Privacy policy

If you have any questions or comments about this Privacy Policy or LGE's processing of your personal information, please contact us via email at [lgebn@privacy.nl](mailto:lgebn@privacy.nl) or via mail to LG Electronics Benelux Sales B.V., department Data Protection, Krijgsman 1, 1186 DM Amstelveen. You also have the right to lodge a complaint with the relevant local data protection authority although we would encourage you to first contact us directly to resolve any concerns.

Effective Date: 17 May 2018

LG Electronics Benelux Sales B.V.