

PHILIPS PRIVACY NOTICE

Last modified August 2025

You can find the previous version of the Global Privacy Notice [here](#).

Introduction and scope

This privacy notice tells you who we are, what personal data we collect about you, why we collect it, and what we do with it.

For the purposes of this Privacy Notice, personal data means any information or set of information that directly or indirectly identifies you, such as your name, email or phone number.

This Privacy Notice covers how we handle your personal data when you interact with us in your capacity as consumer, business customer, supplier, business partner, candidate, visitor, research participant, shareholder or other person with a business relationship with us.

Please take a moment to familiarize yourself with this Privacy Notice.

For more information on our privacy practices, visit our [Philips privacy page](#).

Who we are

Unless otherwise stated in this Privacy Notice or in other product or service specific privacy notices, the Philips company that determines the purposes and means of the processing of your personal data (hereafter the “controller” of your personal data or equivalent role under applicable data protection law) is Philips International B.V.

Postal address:

c/o Philips - Privacy office (Group Legal)
Prinses Irenestraat 59
1077 WV Amsterdam
Netherlands

How we use your personal data

If you want to know more about how we process your personal data, just select any of the following activities to find out. Please be aware that some of the activities listed here may not be relevant to you based on the country where you are located.

VISITING OUR OFFICES

In our Philips offices we meet visitors such as job applicants, suppliers and tradespeople, stakeholders, and any other individuals who may need to interact with Philips personnel.

If you visit our Philips premises, you should be aware that we may request your personal data in order to provide you with a personalized badge, which will enable you access to our offices. We may also make use of CCTV systems (or other video devices) to record specific spaces of our premises. When we use such video devices, we place *warning signs* to make sure you are aware that we will record images or videos.

Why we process your personal data

We process your personal data for the following purposes:

- Maintaining the safety and security of Philips employees, visitors, guests, and Philips property and assets;
- Safeguarding Philips’s legitimate interests, such as investigating non-compliance with Philips policies and procedures, potential criminal activities (e.g., suspected theft of company or personal property), and other incidents or accidents in our premises;
- Initiating disciplinary and judicial processes and procedures, including preserving evidence and disclosing recordings for the purpose of legal claims and proceedings.

What personal data we process

We process the following categories of personal data:

- When providing you with a personalized badge, which will enable you to access our offices, we generally ask for your name and information regarding your visit; When using CCTV systems, we process video recordings of you (e.g., your image as captured on the CCTV system).

Lawful basis for processing

The lawful basis we rely on to process your personal data for the purposes described in this section is our legitimate interest, in particular our necessity to maintain system security and on-site security of our premises.

Who is the controller of your data

Unless otherwise stated in other specific privacy notices, the controller of your personal data is the Philips affiliated company of the country where you visit our premises, as identified in our website Terms of use (see the footer).

REPORTING YOUR CONCERNS AS A WHISTLEBLOWER

We care about being a responsible partner in society, acting with integrity towards our employees, customers, business partners and shareholders, as well as the wider community. While pursuing our business objectives, we always strive to do this in a responsible manner to ensure we are doing the right thing. This means that if you know of any ethical breaches regarding Philips business, you can report your concern through Philips Speak Up, a reporting website and toll-free telephone service. You can do so anonymously (if allowed under local law). If you decide to reveal your identity, your complaint as well as your personal data will be formally registered in the Philips GBP Complaints Database. Any reported concern will always trigger a thorough follow-up procedure.

Why we process your personal data

We process your personal data for the following purposes:

- investigating potential violations of our General Business Principles or which otherwise constitute a threat to Philips corporate integrity;
 - taking any action that might be necessary to do business in a responsible manner and in line with local laws and regulations.

What personal data we process

If you report a concern via our Philips Speak Up, we process the following categories of personal data:

- If you disclose your identity: your name, phone number, e-mail address, the best time to contact you, and your relationship with Philips (former employee, vendor, customer or other), if you choose to provide this information.
- The name and other personal data of any persons you name in your report, if you are willing and able to supply this information.
- Details about the incident you are reporting (time, place, location, circumstances, a description of what has happened, the possible effects on the Philips entity and whether management is aware of this issue).

Lawful basis for processing

The lawful basis we rely on to process your personal data for the purposes described in this section is our legitimate interest, in particular our necessity to conduct business in a responsible manner and in line with local laws and regulations, to protect our business, to pursue and defend legal claims, as well as to protect fundamental rights such as the right to liberty and security, the right to property, the right of defense, the freedom to conduct a business.

In certain cases we rely on compliance with a legal obligation to which Philips is subject, to disclose findings to external parties such as law enforcement, administrative and judicial authorities.

With whom we share your personal data

Your personal data is registered in the Philips General Business Principles (GBP) Complaints Database, from where it will be sent, on a strictly need-to-know basis, to the appropriate persons within Philips. This means the information may be shared with the assigned investigator(s), assigned GBP Compliance

Officer, and in some situations members of Group Internal Audit as well as Group Legal, or outside Philips (forensic auditors, legal counsel) who require this information to ensure compliance with the GBP Reporting Policy and legal or regulatory obligations, or as input for subsequent judicial proceedings.

MAKING A PRIVACY REQUEST

We work to high standards when it comes to processing your personal data. Therefore, as described in this Privacy Notice, if you want to exercise your privacy rights, ask us questions about our privacy practices, make a privacy complaint or contact our Data Protection Officer, you can contact us (you'll find the privacy contact form and/or contact details in the relevant section of this Privacy Notice) and we'll do our best to address your request. Your privacy request as well as your personal data will be formally registered into an electronic case file which will trigger an internal process aimed at satisfying, to the extent possible, your inquiry.

Why we process your personal data

We process your personal data for the purpose of complying with the privacy and data protection laws and regulations we are subject to.

What personal data we process

If you submit a privacy request to us, we require certain information from you in order to respond to you and adequately address your inquiry. In particular, we need the following information:

- Your e-mail address;
- Your relationship with Philips (consumer, job applicant, or other).

In addition, if you want, you can also disclose your full name, country, preferred language and any other information you decide to include in your inquiry.

Lawful basis for processing

The lawful basis we rely on to process your personal data for the purposes described in this section is our need to comply with the privacy and data protection laws and regulations we are subject to.

JOINING OUR MEETING OF SHAREHOLDERS

The shares of Philips are listed on Euronext Amsterdam and the New York Stock Exchange. The relationship between Philips and its shareholders is governed by Dutch law and our Articles of Association. As a shareholder of Philips, you have certain rights, such as the right to vote on certain corporate matters (among others: the appointment of members of the Board of Management and the Supervisory Board, say-on-pay, the adoption of financial statements, declaration of dividends and discharge of the members of the Board of Management and the Supervisory Board). Voting takes place at our annual general meetings and extraordinary meetings (if any) of shareholders.

Why we process your personal data

If you are a shareholder, we process your personal data to maintain the shareholder register, invite you for shareholder meetings, send communications regarding dividend distributions and enable you to exercise your shareholders rights such as, recording your participation in the shareholders meetings, administering your proxy voting instructions and processing your vote and/or questions or statements during such meetings.

Typically, shareholder meetings are recorded and can be viewed by any interested party by accessing the webcast link available on our website.

What personal data we process

We process the following categories of personal data:

- Full name and title
- Date of birth
- Postal address
- Email address
- Shareholder identifier
- Financial information (number of shares, dividend, etc.)

- Bank or intermediary
- Bank account number, securities account number
- Name of your authorized representative (if any)
- Proxy voting instructions or votes cast
- The content of questions, opinions or proposals you may express before or during meetings of shareholders

Lawful basis for processing

The lawful basis we rely on to process your personal data for the purposes described in this section is our need to comply with applicable laws as well as our legitimate interest to conduct business in a responsible manner, for example when we record the meetings of shareholders.

SUBSCRIBING TO OUR INVESTOR RELATIONS ALERTS OR PRESS RELEASES

At Philips, we aim to deliver superior, long-term value to our customers and shareholders, while acting responsibly towards our planet and society, in partnership with our stakeholders. If you are interested in receiving our latest press releases or investor relations notifications, you can subscribe to our email updates.

Why we process your personal data

We process your personal data for the following purpose of sending you via email our press releases or investor relations notifications.

If you subscribe to the investor relations notifications, we will notify you of investor webcasts and calls. If you subscribe to the press releases we will communicate to you about our latest news updates.

What personal data we process

To subscribe to our latest press releases or investor relations notifications we ask your full name, email address and the company you work for (for investor relations notifications only and in case you represent an institutional investor or bank).

Lawful basis for processing

The lawful basis we rely on to process your personal data is your consent. In any case, you can unsubscribe at any time via the link at the bottom of the emails or via the respective "Unsubscribe" buttons in Philips Investor Relations and press release webpages.

APPLYING FOR A JOB OR INTERACTING WITH US FOR JOB OPPORTUNITIES

Our recruitment process is designed to help us find people who share our passion for improving lives through meaningful innovation. This process includes the following activities:

- applying for a job on our career website;
- signing up to our talent network to receive information about the latest job openings relevant to you;
- interacting with us (for example, with our recruiters) for job opportunities.

During the recruitment process, Philips may use automated screening tools to support us during the application process. However, decisions about your application are always subject to human review by our recruiters and such tools are designed to supplement, not replace, human decision-making by our recruiters.

Why we process your personal data

We process your personal data for the following purposes:

- Providing the functionality of our career website to you, such as arranging access to your registered account and enabling you to submit applications via the career website;
- Assessing your skills, qualifications and suitability to work for Philips against the position you applied for and/or other career opportunities;
- Asking you if you would like your details retained in our talent pool. If you agree, we would proactively contact you should any further suitable vacancies arise.

- Depending on the country of employment and based on what is required by applicable laws, verifying your information, including through reference checks and, where applicable, background checks.
- Communicating with you during the recruitment process;
- Sending you news and updates about Philips jobs and recruitment activities via email (if you are part of the Talent Community);
- Preparing an offer, if your application is successful;
- Complying with applicable laws and regulations we are subject to and cooperating with regulators and law enforcement bodies.

What personal data we process

Depending on the specific recruitment activity, we process the following categories of personal data:

- Contact information (such as full name, email address, phone number, country of residence, home address, other contact information);
- Data about your skills and qualifications, contained in CVs, cover letter or other documentation provided to us in your application (such as education history, work experience, transcripts);
- Data required to conduct background or employment checks, when allowed by applicable laws (such as documents to prove your identity or qualifications);
- Information on the type of employment you are or may be looking for, current and/or desired salary and other terms relating to compensation and benefits packages, willingness to relocate, or other job preferences;
- Data required to make a conditional offer of employment (such as bank details to process salary payments, emergency contact details to know who to contact in case you have an emergency at work);
- Details of how you heard about the position you are applying for;
- Data originating from assessments or questionnaires completed by you (such as your answer to written assessments);
- In certain cases, you may join optional video interviews. In this case we may process your image or other data captured by your camera;
- Information relating to any previous applications you may have made to Philips;
- Information that you make publicly available that we believe is relevant to your application or a potential future application (such as information contained in your LinkedIn profile).
- If you're being referred, we process information that the person referring you provides about you.
- If required or permitted by local laws, we may also process information of sensitive nature, such as information about disabilities, to the extent relevant for the performance of your work.

Lawful basis for processing

The lawful bases we rely on to process your personal data for the purposes described in this section are:

- our need to perform a contract to which you are subject, or to take pre-contractual steps at your request.
- our legitimate interest, in particular our necessity to conduct business in a responsible manner and in line with local laws and regulations as well as to protect fundamental rights such as the right of defense, the right to property, and the freedom to conduct a business.
- our need to comply with legal obligations we are subject to.
- your consent, for sending you news and updates about Philips jobs and recruitment activities via email, and for keeping your details in our talent pool and contacting you for career opportunities.

Who is the controller of your personal data

The controllers of your personal data for the purposes described in this section are the Philips affiliated company of the country which intends to recruit you (identified in our website Terms of use - see the footer) as well as Philips International B.V.

MANAGING YOUR MYPHILIPS ACCOUNT

If you wish to take advantage of certain services as a consumer, such as registering your Philips products or having extended warranties on selected products, you can create a MyPhilips account.

Why we process your personal data

If you are a consumer and create a MyPhilips account we will process your data for the following purposes:

- to create and maintain your account;
- to enable you to register your Philips products;
- to provide you extended warranty on selected products;
- to provide you consumer support and care when you have questions, issues or require assistance with a product or service.

You can also use your account for other services such as:

- Managing your marketing communication preferences: when you create your Philips account you can indicate if you wish to receive marketing communications from Philips. That way we are able to contact you if we have something that we think will appeal to you.
- Logging-in to Philips mobile apps;
 - Purchasing or subscribing to Philips products and services in our Philips online shop for consumers, consulting your order history and managing your subscriptions;
- Joining our product tests and telling us what you think about our products;
 - Participating in our promotions, such as cash backs or coupon promotions; and
 - Rating and reviewing our products on our website.

If you want to know more about how we process your personal data in the context of such other services, just select the relevant section in this privacy notice to find out.

What personal data we process

If you create a MyPhilips account, we process the following categories of personal data:

- Contact information (such as your first name, surname, home address and email address). For users in certain countries (e.g., China), we may process your phone number to create your account.
- If you decide to create a MyPhilips account with your social media account, the registration form will be pre-populated with the contact information provided by your social media provider.
- Information about your location (such as your country, language preference).
 - Information about your registered product/service (such as the name of the purchased product and the date and proof of purchase).
 - Your communication preferences (whether you have consented to receive promotional communication from us or not).

In addition, if you want, you can also choose to provide to us:

- your gender, which will be used to personalize our promotional or transactional communications to you; and
- your date of birth, which will be used to personalize our promotional communications to you (for example, when is your birthday).

You can delete your Philips account at any time. To do so, you should log-in and find the deletion button in your settings. We will then delete your Philips account and delete or anonymize any data associated to it (this includes also data processed in the context of the other Philips services listed above and associated to your Philips account, such as Philips mobile applications), unless we are required by law to keep certain data in an identifiable form.

Lawful basis for processing

The lawful basis we rely on to process your personal data for the purposes described in this section is our need to enter into or perform a contract with you, or to take pre-contractual steps at your request.

Who is the controller of your personal data

The controller of your personal data for the activities specified in this section, is Philips Consumer Lifestyle B.V., having its place of business at High Tech Campus 52, 5656 AG, Eindhoven, Netherlands.

PURCHASING PHILIPS PRODUCTS ONLINE

You can purchase Philips products and services in our online shops, either as a consumer or a business customer (e.g., indirect channel partners, distributors) including a healthcare professional.

As a consumer, you can either use your MyPhilips account or check out as guest (unless you want to purchase services, in which case you'll need a MyPhilips account).

As a business customer or healthcare professional, if you want to purchase our products, you'll need to create a company or professional account.

Why we process your personal data

We process your personal data for the following purposes:

- To verify, create and maintain your account for the relevant online store;
- to handle your orders and process the payment. In this context, we may process your personal data to prevent and detect fraud and abuse in order to protect the security of our customers, Philips, and others. We may also use scoring methods to assess and manage credit risks;
- to deliver the purchased products and services to the delivery address you provide to us. To do so, we work together with our distribution partners which help us to prepare and correctly process your package, and with our logistic partners which deliver your package to the chosen address.
- to update you via email on the status of your order;
- to contact you via email for transactional and technical support;
- to enable you to consult your order history, save your favorites items or create wish lists, and manage your subscriptions, if any;
- To comply with laws and regulations we are subject to (for example, for tax purposes we are obliged to store the details of every purchase).

Keep in mind that certain Philips products and services available in our Philips online shop for consumers are sold to you by one of our brand licensee partners, as indicated in the terms and conditions of sale that will be shown to you before finalizing your order. This means that if you place an order with one of our partners, we will share your personal data (such as your name and address) with that partner so that it can execute the agreement you have entered to, fulfill your order and send you the invoice. The partner may also use your personal data to update you on the status of your order and to provide you with the required customer support. If you want to know more about how our partner will process your personal data, we invite you to read its privacy notice, which we will make available to you in our online shop.

What personal data we process

We process the following categories of personal data:

- Account data. For detailed information on the types of data, please refer to the section on 'Managing your MyPhilips Account' if you are an individual consumer. For business customers, please note that to create an account in the relevant online shop, we will process your contact information such as name and email address, your company name and type, company phone number, preferred contact person and customer account number;
 - Name and email address (in case you purchase a product as a guest);
 - Shipment and invoice address;
 - Invoice/receipt information, which includes the purchased product and service;
 - Payment information (such as your credit card number). Please note that we never store your payment information. When you submit a payment, your payment information will be directly sent to our trusted payment provider, which will connect to your bank to validate the transaction;
 - Your order history;
 - Your shopping list; and
 - Payment balance (if applicable).

In certain cases, you may choose to also provide us with your phone number (optional) if you want our trusted shipment provider to contact you via phone in case of delivery issues or if you want our support team to contact you via phone in case of issues with your order.

Lawful basis for processing

The lawful bases we rely on to process your personal data for the purposes described in this section are:

- our need to execute our terms and conditions of sale with you, in particular our contractual obligation to manage your order;
- our legitimate interest, in particular our necessity to conduct business in a responsible manner and in line with local laws and regulations as well as to protect fundamental rights such as the right of defense, the right to property, and the freedom to conduct a business. This applies when we conduct fraud checks.
- our need to comply with legal obligations we are subject to (e.g., when we process details of your purchase for tax purposes).

Who is the controller of your personal data

The controller of your personal data for the purposes identified in this section is the Philips affiliated company identified in the terms and conditions of sale made available to you on our website.

PROVIDING CONSUMER SUPPORT AND SERVICES

If you require assistance and support from Philips as a consumer, you can contact our support team through our website (via chat or web-form), phone, instant messaging apps or engage with us on social media platforms (either by directly messaging us or by tagging us or commenting on our posts). We will do our best to answer your questions and provide you with the required support. In addition, you can also access the consumer Self Service Portal to Request Repair/ Exchange (Self-Service Portal).

Why we process your personal data

We process your personal data for the following purposes:

- To communicate with you directly via available channels (as indicated above). This includes any follow up communication about open consumer cases, and to respond to your comments and questions on social media platforms, or provide you with the required support;
- to verify your identity (e.g., if you already have a Philips account) and support you accordingly;
 - to register and manage consumer cases and keep track of their progress;
 - to provide the requested support to you (e.g., post-order support on payment processing, delivery timelines, etc.; warranty claims support; repair and replacement, etc.);
 - in case you request our assistance about a Philips product manufactured and/or sold by one of our partners) to direct your request to the relevant partner, so that they can provide you with the requested support;
 - to deal with any subsequent issues that may arise from your inquiry, such as for establishing, exercising or defending ourselves from legal claims;
 - for training and improving the level of service we provide (e.g., if you contact us by telephone or chat we could record your conversation in order to educate our team during internal training so that we can improve our consumer care support); and
 - To improve, customize and fix our products and solutions.

In case you use the self-service portal to request a repair/exchange or facilitate a warranty claim, in addition to the purposes mentioned above, we process your data for the following purposes:

- to fulfill the repair/exchange and product warranty related service;
- to allow you to track and provide you with a status of your repair or exchange;
- to deliver the product to you; and
- to contact you in case of issues with the delivery or to obtain additional necessary information to fulfill your service request.

What personal data we process

We process the following categories of personal data:

- Contact information (your name, email address, telephone number, and business address where relevant);
- Social Media information when you contact us via social media channels (your profile name, profile URL, profile picture, country, your comments and feedback and other details depending on your privacy settings on the relevant social media platform. We encourage you to review your social media platform's privacy settings to understand the information that is publicly available or sharable by the platform);
- Product information (e.g., model number, date of purchase, information necessary to confirm that your product is within warranty such as proof of purchase),
- Service request details (information necessary for dealing with your question or inquiry, such as the nature of the request and any additional relevant details);
- Incident details (information collected during incident cases, including safety questions to determine if there was an individual at risk);
- Communication records (recordings of your interactions with us, such as phone calls or chats);
- If you have a Philips account, we may also use the information linked to your account, such as product purchase information, order and service history, to provide you with the requested support.

Lawful basis for processing

The lawful bases we rely on to process your personal data for the purposes described in this section are:

- our need to perform a contract to which you are subject, or to take pre-contractual steps at your request;
- our legitimate interest, in particular our necessity to conduct business in a responsible manner and in line with local laws and regulations as well as to protect fundamental rights such as the right of defense, the right to property, and the freedom to conduct a business;
- our need to comply with legal obligations we are subject to;
- your consent where required by applicable law.

Who is the controller of your data

The controller of your personal data for the purposes identified in this section is Philips Consumer Lifestyle B.V., having its place of business at High Tech Campus 52, 5656 AG, Eindhoven, Netherlands.

In case your request is related to a Philips product manufactured and/or sold by one of our partners, the controller of your personal data is Philips Consumer Lifestyle B.V., having its place of business at High Tech Campus 52, 5656 AG, Eindhoven, Netherlands, only for the purpose of collecting and transferring your data to the relevant partner. The relevant partner is the controller of your personal data thereafter, for processing your request and providing you the relevant service.

Please note that if you contact us via social media channels, the relevant social media platform is the controller for the purpose of sharing your social media information with us. We ask that you review your privacy settings on the relevant social media platform.

INTERACTING ON SOCIAL MEDIA ABOUT PHILIPS

If you actively communicate about us or our brands on social media and other public external sources such as app stores (for example, if you share a comment about a Philips product or if you tag Philips in your post or provide ratings and reviews about our products) we may process personal data about you that you make publicly available. For example, we may analyze and monitor publicly available opinions or statements that you make about Philips.

Why we process your personal data

We process your comments, posts, ratings and review information (which may include your personal data depending on your preferences on the relevant website or platform) to gain a general understanding of what people are saying about us and our brands and therefore improve our products and services accordingly.

What personal data we process

For the purposes described above, we may process information about you that is contained in any comments or other content about Philips that you make publicly available on social media and other public external sources. This may include information such as your profile name or other information made available to us via the platform. We are not responsible for the privacy, information or other practices of third party social media platforms or public external sources operated by third parties and you should familiarize yourself with the privacy settings of the relevant platform.

Lawful basis for processing

The lawful basis we rely on to process your personal data for the purposes described in this section is our legitimate interest, in particular our necessity to conduct business in a responsible manner and in line with local laws and regulations as well as to protect our fundamental right to conduct a business.

PROVIDING SUPPORT AND SERVICE TO BUSINESS CUSTOMERS

If you require assistance and support from Philips as a business customer, you can contact our support team through our website (via chat or web-form), phone, or through the Customer Service Portal (CS Portal) and they will do their best to answer your questions and provide you with the required support.

Why we process your personal data

We process your personal data for the following purposes:

- to verify your identity (e.g., if you already have a Philips account) and support you accordingly;
- to answer your questions and provide you with required support, including keeping you up to date on the progress of your case and work order (this may include scheduling, delivering remote/field service activities, including equipment related incidents, internal support requests, parts ordering, responding to preventative maintenance requests and supplementary service requests for training or consultancy);
- to deal with any subsequent issues that may arise from your inquiry, such as for establishing, exercising or defending ourselves from legal claims;
- to check and improve the level of service we provide; for example, if you contact us by telephone or chat we could record the conversation in order to educate our team during internal training so that we can always improve our customer service support;
- to improve, fix and customize our products and services; and
- to comply with compliance, regulatory and quality standards and regulations.

The CS Portal is available to our business customers for Philips health systems solutions (devices and software). It enables you to independently create new service requests, keep up to date on the status of your service requests, and view your service activities in one convenient location. Additionally, the CS Portal provides access to related information such as product manuals, service documentation, and other resources to support your use of Philips products and services. If you use the CS Portal, in addition to the general purposes mentioned above, please note that we process your data for the following additional purposes:

- To create and maintain your CS Portal account and provide its functionalities, such as arranging access, enabling you to create service requests, track their status, and view service activities;
- To respond to your inquiries, communicate with you, and fulfill your requests submitted via the CS Portal, including customer support and handling issues or complaints;
- To send you administrative information, such as system or service-related notifications like account activation, password resets or information about your case status; and
- To ensure the security and proper functioning of the CS Portal, including monitoring for fraudulent or suspicious activity.

What personal data we process

We process the following categories of personal data:

- Contact information (your name, email address, telephone number, and business address where relevant);

- Roles and organizational information in case of business customers (your role within your organization and any relevant information for handling escalations and non-conforming cases).
- Account information (such as your username, password, language preference, locale, and time zone).
- Product and service information (such as product model number, serial number and service history).
- Technical information collected during your use of the CS Portal (such as date and time of login, IP address, and browser type).
- Service request details (information necessary for dealing with your question or inquiry, such as the nature of the request and any additional relevant details);
- Incident details (information collected during incident cases, including safety questions to determine if there was an individual at risk);
- Communication records (recordings of your interactions with us, such as phone calls or chats,);
- If you have a Philips account or use our CS Portal, we may also use the information linked to your account, such as product purchase information, order and service history, to provide you with the requested support.

Lawful basis for processing

The lawful bases we rely on to process your personal data for the purposes described in this section are:

- our need to perform a contract to which you are subject, or to take pre-contractual steps at your request.
- our legitimate interest, in particular our necessity to conduct business in a responsible manner and in line with local laws and regulations as well as to protect fundamental rights such as the right of defense, the right to property, and the freedom to conduct a business.
- our need to comply with legal obligations we are subject to.
- Your consent where required by applicable law.

Who is the controller of your data

The controller of your personal data for the purposes identified in this section is the Philips affiliated company with which you have a contractual relationship, as identified in the applicable agreement you have with Philips.

PHILIPS MOBILE APPS FOR CONSUMERS

We provide several Philips mobile apps which you may want to download and use. These mobile apps can be both connected to a device, or non-connected.

If you choose to use our apps, we will process your data to provide you with the required connected devices and mobile app services. For each Philips mobile app, we have created a supplement privacy notice which provides you with additional information on how we process your data in the context of the specific Philips mobile app.

You can check our supplement privacy notices for Philips mobile apps [**here.**](#)

PROVIDING YOUR RATINGS AND REVIEWS TO PHILIPS PRODUCTS

If you want, you can choose to rate and review our Philips products online. This helps us to create an open forum where our customers can find and exchange truthful and meaningful comments about our products.

Why we process your personal data

We process your personal data for the following purposes:

- to verify that your review is in line with our terms and that it does not contain misleading or inaccurate claims regarding the performance of the product (for example, off-label promotion or not in line with our instructions for use);
 - to publish your rating and reviews online and give the opportunity to anyone to learn from your experience with our products;

- to gain a general understanding of what people are saying about us and our brands and therefore improve our products and services accordingly;
- to contact you and offer our assistance in case your review indicates that you are not satisfied with our product or service. In case such review relates to a Philips product produced by one of our brand license partners, we may provide your personal data to the relevant brand license partner, so that they could contact you and offer assistance; and
- to contact you in case of health and safety or liability issues.

What personal data we process

We process the following categories of personal data: email, location, age, gender, number of people living in your household, and period of usage of the Philips product.

Keep in mind that when you provide your rating and write a review, we will not make your email visible to other visitors. We will make visible the other information that you provide to us, as this helps us to create an open forum where our customers can find and exchange truthful and meaningful information around our products.

In addition, to respect your privacy, we encourage you to provide a nickname and not your real name when leaving your review.

Lawful basis for processing

The lawful bases we rely on to process your personal data for the purposes described in this section are:

- our need to execute our Terms and conditions;
- If you review a Philips product whose usage may relate to a specific health status (e.g., breast pumps), we ask for your consent before collecting and publishing this review;
- our legitimate interest, in particular our necessity to conduct business in a responsible manner and in line with local laws and regulations as well as to protect fundamental rights such as the right of defense, the right to property, and the freedom to conduct a business. This applies when we process your personal data to improve our products and services and when we contact you (or provide your personal data to our brand license partner so that they can contact you) in order to provide assistance.
- our need to comply with legal obligations we are subject to. This applies, for example, when we contact you for health and safety issues.

TESTING OUR CONSUMER PRODUCTS

If you want to become a Philips product tester and tell us what you think about our consumer products, you can do so by creating a Philips account (unless you already have one), selecting a test that you are interested in our product tester platform, and apply.

Why we process your personal data

We process your personal data for the following purposes:

- to evaluate if you can be selected to participate in the test, based on your answers to our questions during the selection procedure and based on our terms.
- (if you are selected) to properly manage your participation in the test in accordance with our terms. This includes activities such as informing you by e-mail if you are selected to participate in the test, sending to you our product at the address specified in the registration process, receiving and analyzing the feedback you share with us about the product, verifying that you published online a review of our product, requesting back the product you have received.
- to improve our product and develop new products and services.

What personal data we process

When you sign up to become a Philips product tester, we process the following categories of personal data:

- Account information, such as your first name, surname and email;
- Information about you, that you provide to us by responding to our questions during the selection procedure.

- Feedback about the product that you share with us;
- Shipment/fulfilment information, such as your home address, and telephone number;
- Overview of which tests you have participated in.

Lawful basis for processing

The lawful bases we rely on to process your personal data for the purposes described in this section are:

- our need to execute our Terms of use for Philips product tester program;
- our legitimate interest, in particular our necessity to protect fundamental rights such as the right to property, and the freedom to conduct a business. This applies when we process your personal data to improve our products and services.
- your consent, if you share information that may reveal aspects related to your health.

Who is the controller of your personal data

The controller of your personal data for the purposes identified in this section is the Philips affiliated company identified in our Terms of use for Philips product tester program, made available to you on our website.

JOINING OUR SURVEYS

If you have an ongoing commercial relationship with us (such as purchasing/leasing a Philips product, service or solution, actively engaging with Philips digital platforms, participating in loyalty programs, subscriptions, service agreements, or proactively engaging with customer service or support teams), we may invite you to respond to our surveys. Sometimes we may invite you to provide your feedback about Philips' partners (e.g., resellers, distributors, brand licensees etc.) that you have engaged with.

If you decide to participate in the survey, your feedback will be used to understand how satisfied you are with the recent purchase / service experience you received from Philips or Philips' partners (e.g., resellers, distributors, brand licensees, etc.), or with your relationship with Philips or Philips' partners. From your feedback we will gather statistics and draw insights which will help us to improve our services.

Why we process your personal data

We process your personal data for the following purposes:

- to send you our feedback survey;
- if you purchase a product online or receive services from Philips, to understand and measure how satisfied you are with the recent service experience you received from Philips;
- if you purchase a product online or receive services from a partner, to understand and measure how satisfied you are with the recent service experience you received from the partner;
- to understand, measure and improve your level of satisfaction with Philips, based on your feedback; and
- to contact you via phone or email to understand how we can improve our relationship with you or address the specific issue / concern you may have raised in your responses to our survey(s).

What personal data we process

We process the following categories of personal data:

- Contact information, such as your name and email, country and/or region;
- Salutation (e.g., Mr, Ms, Dr.)
- if you are a business customer, your professional information, such as your job title, the name of your company, phone number;
- Your feedback responses and information about your feedback (e.g., survey status, response date, if applicable to the survey, purchase information)
- Device and online identifiers (e.g., IP address, browser information, operating system version).

Lawful basis for processing

Unless otherwise required by applicable law, the lawful basis we rely on to process your personal data for the purposes described in this section is our legitimate interest, in particular our necessity to protect fundamental rights such as the right to property, and the freedom to conduct a business.

You can let us know if you do not want to receive future surveys from Philips by clicking on the unsubscribe link at the bottom of the communication containing the survey.

Who is the controller of your personal data

If you purchase a product online or receive services directly from Philips or if you are a business customer of Philips, the controller of your personal data is the Philips affiliated company with whom you have a commercial relationship, as identified in other sections of this Privacy notice or in our website Terms of use (see the footer).

If you purchase a product or receive services from a Philips' partner, the controller of your personal data is: (i) the relevant Philips' partner identified in its privacy notice (made available to you when your personal data is initially collected), for collecting and processing your personal data in the context of the purchase of the product/ delivery of services and all related processing thereof, and transferring your personal data to Philips for the limited purpose of sending the survey to you; and (ii) the Philips affiliated company with whom you have a commercial relationship - as identified in other sections of this Privacy notice or in our website Terms of use (see the footer) - for sending the survey to you, and for measuring how satisfied you are with your recent service experience and for improving your level of satisfaction.

VISITING OUR WEBSITES

When you visit our websites we use cookies and other similar technologies (e.g., encrypted identifiers, local shared objects, flash cookies, HTML5 local storage, HTTP etags, pixel gifs, beacons, scripts, plugins, or APIs) on your browser or device that help us to enable the technical and functional management of our websites (including ensuring information security), to improve the design and performance of our websites, to better understand the visitor's behavior on our pages and for targeted advertising purposes. These cookies and other similar technologies may collect data and share data such as your IP address, your operating system, your browser type and your device type (e.g. PC, smartphone) with third parties.

Some cookies are always on when you visit our websites, and you can't turn them off. We call these "Essential Cookies". Without these cookies the services that you ask for cannot function as intended. We use these cookies to facilitate access to our website or to ensure the security of our websites, enabling us to route information over the network and detect transmission errors or data loss. Alternatively, these cookies may also be essential to facilitate a specific service requested by you on our website (e.g., 'add to cart' buttons to keep track of your shopping cart). The lawful basis we rely on to process your personal data in this context is performance of contract, in particular, to provide a service explicitly requested by the user.

We use Performance Cookies to gather aggregated statistical information on how our website is performing and to analyze and improve its performance accordingly. You can switch these on or off at any time. We'll only use them if you've agreed to their use in advance. For example, we use these cookies to obtain a general view of how visitors use our websites (i.e. which web pages you visit most often, the number of visitors to the various part of a website). We may also use these cookies to record your session and activity on our website to understand and improve users' experience on our websites. The lawful basis we rely on to process your personal data in this context is your consent.

We also use Preference Cookies to support site functionalities that are advantageous to the user, such as remembering user preferences on subsequent visits or enabling enhanced functionality such as web chat services, commenting and rating systems and surveys. You can switch these on or off at any time. We'll only use them if you've agreed to their use in advance. The lawful basis we rely on to process your personal data in this context is your consent.

Lastly, we use Targeted Advertising and Social Media Cookies to track your surfing behavior on our website and show you personalized advertisements relevant to you and to your interests. This also includes social media cookies, pixels and tags that enable targeting advertisements to you on these platforms and tracking the engagement and performance of our advertisements. In case you provide us your email address or phone number (e.g., while buying a product or completing a form on our

website), we may transfer this in an encrypted form to our advertising platform to enable more accurate conversion tracking. These cookies will impact the content and messages you see on other websites you visit. You can switch these on or off at any time. We'll only use them if you've agreed to their use in advance. For example, if you are reading an article about a Philips product then we might show you ads on this product on our or third-party's website. The lawful basis we rely on to process your personal data in this context is your consent. Furthermore, if you gave us your consent to receive promotional communications, we will use the information gathered from these cookies to send you communications tailored to your preferences.

For more information on the specific cookies we use on this website, please read the [Cookie Notice](#).

You can adjust your cookie preferences at any time from our [cookie consent manager](#). Besides adjusting your cookie preferences on our website, you may manage your cookie preferences in your browser at any time. Please be aware that your browser settings may not offer you the same ease of use as the Cookie Settings on our website. If you simply disable all cookies in your browser settings, you may find that certain sections or features on our website will not work because your browser will prevent us from setting these Essential Cookies.

You can find further information on how to disable cookies or manage your cookie settings for the following browsers below:

- Google Chrome: [Delete, allow and manage cookies in Chrome - Computer - Google Chrome Help](#)
- Firefox: [Enhanced Tracking Protection in Firefox for desktop | Firefox Help \(mozilla.org\)](#)
- Microsoft: [Manage cookies in Microsoft Edge: View, allow, block, delete and use - Microsoft Support](#)
- Safari: [Manage cookies and website data - Safari Help \(apple.com\)](#)

SIGNING UP TO THE PHILIPS NEWSLETTER FOR CONSUMERS

If you want, you can sign up to our consumer newsletters and stay up to date about Philips products, services and promotions.

We currently operate two distinct Philips newsletters for consumers; (i) *Philips SRC Newsletter* – it only provides information about Philips sleep and respiratory care related products, services and solutions; and (ii) *Philips Consumer Newsletter* – scope of this is all other Philips consumer products as well as some Philips' brand licensee partners' consumer products, services and solutions.

Why we process your personal data

If you sign up to receive our newsletter, we process your personal data for the following purposes:

- To sync your communication preferences, i.e., whether you have consented and/or withdrawn your consent to receiving communications from us;
- To send you our promotional material through various communication channels including emails, push notifications on Philips mobile apps, and to show you relevant Philips ads on Google (e.g., Google Search, Shopping, YouTube, Gmail) and your timeline on social media platforms; and
- To tailor our communication to best suit your interests and preferences.

What data we process

You can sign up to our newsletters via various digital channels and platforms, including our website, Philips mobile apps, etc. We will process your name and contact information (e.g., email address or phone number depending on the communication channels we use). In addition, we may process other information about you depending on your interaction with us as described below.

- *Marketing forms.* If you give us your consent to receive promotional communications via our dedicated forms published on our websites, our brand licensee partners' websites, third party sites or social media pages, we will use the data that you provide to us via these forms as well

as information about your country to send you promotional emails that are relevant and of interest to you. For example, if you provided us your consent in a form placed on a page dedicated to shavers in a specific country, we may send you promotional communications about shavers or similar products in the language of that country.

- *Your myPhilips account.* If you have a myPhilips account, and have consented to receiving promotional communications from Philips, we will use certain data that you provide to us (such as information connected to your account and profile, e.g., date of birth; and information related to products and services that you have purchased/ registered using the account) in order to send you promotional communications that are relevant and of interest to you. For example, if you have purchased a shaver in our online shop with your myPhilips account, we may use your online purchase data to let you know that we have discounts on shaver accessories or similar products.
- *Your behaviour data.* If you have accepted targeted advertising cookies when browsing our website (please see section titled Visiting our Websites for more information), we track your interaction with our websites to send you promotional communications that are relevant and of interest to you. For example, if you have logged in to your myPhilips account and visited a certain product page on our website, we may send you promotional communication about such product or similar products and/or services. In addition, we may track your interaction with our emails, i.e., whether you open, read or click on the content in a promotional email that you received from us.
- *Consumer Care.* If you contact consumer support / care services, we may ask you if you wish to receive our newsletter. We will also send you a confirmation email so that you can confirm that you still wish to receive our newsletter.

Keep in mind that we may combine the data we collect about you from the Philips sources listed above and place them in one or more segments (groups having certain characteristics in common) in order to tailor our promotional emails to your interest.

Lawful basis for processing

The lawful bases we rely on to process your personal data for the purposes described in this section are:

- Your consent; as a general rule, we will only send you promotional communications when you have provided your prior consent; Of course, you can withdraw your consent to receive our tailored promotional emails at any time. You can do so by clicking the unsubscribe button at the bottom of the promotional email that you have received from Philips and you will be automatically unsubscribed or taken to a communication preferences page where you can select your preferences including unsubscribing to future communications with us.
- Your consent to process health data where applicable.
- Our legitimate interest, in particular our necessity to protect fundamental rights such as the freedom to conduct a business.

Who is the controller of your personal data

The controller of your personal data is Philips Consumer Lifestyle B.V., having its place of business at High Tech Campus 52, 5656 AG, Eindhoven, Netherlands, in the context of the Philips Consumer Newsletter and Philips RS North America, LLC, with its place of business at 1010 Murray Ridge Lane, Murrysville, PA 15668, in the context of the Philips SRC Newsletter.

JOINING OUR PROMOTIONS

We publish different promotions on our products and services that you can take advantage of, such as cashback promotions, extended warranty, coupon promotions, refer-a-friend programs, sweepstakes, contests or seasonal or other promotions and may even send you a gift when purchasing a product. To deliver on these promotions we process your personal data.

There are various ways to participate. For example, by filling in a dedicated form in our website, by creating a MyPhilips account, by signing up to receive our promotional communication via the dedicated forms available in our website or social media pages, or by rating and reviewing our products in our website. These promotions may be subject to supplement privacy notices.

Why we process your personal data and what personal data we process

Generally, we collect the information required to allow you to participate in the promotion, identify you, assess whether you meet the conditions of the promotion such as verifying your proof of purchase, communicate with you and deliver on the contractual terms of the promotion including compensating you.

What Personal Data We Process

- Account information, such as your first name, surname and email (in case you have a myPhilips account).
- Information that you provide to us (such as your name and email), in case you participate by signing up to receive our promotional communications or completing a dedicated web form.
- Proof of purchase of product and other data that allows us to verify that you meet the conditions of the promotion and to select the winner of the contest (based on the rules that you accept when you decide to participate).
- Email and Address information (if you are selected as a winner) to inform you that you are selected as a winner, to send our prize at the address specified in the registration process and to verify if you comply with the terms of the contest and act accordingly.
- Bank account details for cashback promotions where we will deposit the amount rewarded in the promotion.
- Material or content generated and provided by you that allows you to participate in the sweepstake, contest, game or other competition.

Lawful basis for processing

The lawful basis we rely on to process your personal data for the purposes described in this section is our need to enter into or perform a contract with you, or to take pre-contractual steps at your request, specifically to execute the terms of use of the relevant promotion.

Who is the controller of your personal data

The controller of your personal data is the Philips affiliated company identified in the terms of use of the relevant promotion, made available to you.

SIGNING UP TO THE PHILIPS PROFESSIONAL NEWSLETTER You can sign up to our Philips Professional Newsletter on our website to keep yourself up to date about Philips products in the professional healthcare space and receive information about healthcare innovation. This newsletter is intended for our customers and contacts in the B2B context, and healthcare professionals.

Why we process your personal data

If you sign up to receive our newsletter, we process your personal data for the following purposes:

- To track your communication preferences, i.e., whether you have consented and /or withdrawn your consent to receiving communications from us;
- To tailor our communication to best suit your interests and preferences; and
- To send you our communication via various channels, such as email, instant messaging services, push notifications and social media platforms (e.g., LinkedIn).

What personal data we process

If you sign up to our newsletter, we will process your contact information (first name, surname and email address) and your professional information such as your specialty (e.g., cardiology; radiology), function (e.g., head of department; surgeon; midwife) and country information. In addition, we may also process the following information depending on your interactions with Philips:

- *Your behaviour data.* If you have accepted targeted advertising cookies when browsing the Professional Healthcare section of our website **(please see section titled Visiting our Websites for more information)**, we track your interaction with our websites to send you promotional communications that are relevant and of interest to you. In addition, we may track your interaction with our emails, i.e., whether you open, read or click on the content in a promotional email that you received from us.

- *Events.* If you sign up to our newsletter during a Philips event (please see below section on Attending Philips Events), we will also collect your country and event information. We will send you an email to confirm your consent, except in countries where this is not required under applicable law.
- *Sales Leads.* If you have expressed interest in being contacted for sales opportunities, we may also ask you if you would like to receive the Philips Professional Newsletter. In the event you do so, we may sign you up to the newsletter, and send you an email to confirm your consent, except in countries where this is not required under applicable law. In this case, we will also register your interest in Philips' products/ solutions so that we can tailor our communication to make them more relevant to you.

Keep in mind that we may combine the data we collect about you from the Philips sources listed above and place them in one or more segments (groups having certain characteristics in common) to tailor our promotional emails to your interest.

Lawful basis for processing

The lawful bases we rely on to process your personal data for the purposes described in this section are:

- Your consent. As a general rule, we will only send you promotional communications when you have provided your prior consent. Of course, you can withdraw your consent to receive our tailored promotional emails at any time. You can do so by clicking the unsubscribe button at the bottom of the promotional email that you have received from Philips, and you will be automatically unsubscribed.

Where prior consent is not needed under applicable law, we rely on our legitimate interest to process your data and send you promotional communication. You still have the right to unsubscribe by clicking on the relevant button at the bottom of the promotional communication at any time.

Who is the controller of your personal data

The controller of your personal data is the Philips affiliate company of the country where you signed up to receive promotional communications as identified in our website terms of use (see the footer). In case you signed up to receive promotional emails from us at an external event, please note that the controller of your personal data is the Philips affiliate company of the country where you attended the event.

ATTENDING PHILIPS EVENTS

We regularly organize physical and digital events, such as seminars, workshops or fairs, meetings, webinars or live broadcast events. If you wish to attend one of our events, we will ask you to provide us with your personal data (such as your contact information).

We don't publish lists of attendees for our events but, in rare cases, your contact information may be visible to other attendees.

Sometimes, our events will be recorded. If we are recording and you are a presenter, your image and audio will be captured in the recording. If you are an attendee, in some cases, you may decide to share your image and audio during the session. For example, if you choose to interact in a Q&A session. For some events, we may publish the recording on our website or social media channels.

Why we process your personal data

We process your personal data for the following purposes:

- to organize and facilitate the event and provide you with quality service. This may include activities such as contacting you about the event logistics, handling any dietary requirements or accessibility provision you may need (if we do so, we don't share this information in any identifiable way with the venue, and we delete it after the event), provide you access to the content of the event (e.g., link to the recording after the event);
 - to contact you after the event for commercial opportunities about Philips products or services.

What personal data we process

We process the following categories of personal data:

- Contact information, such as your name and email, country;
- Professional information, such as your company name, job title, specialty, function; and
- Product/service interest;
- Your image or video recordings, where applicable.

Lawful basis for processing

The lawful bases we rely on to process your personal data for the purposes described in this section are:

- our legitimate interest, in particular our necessity to protect fundamental rights such as the right to property, and the freedom to conduct a business; and
- your consent, where required by applicable law.

Who is the controller of your personal data

The controller of your personal data is the Philips affiliated company of the country where you join the event or from where the event is organized, identified in our website Terms of Use (see the footer).

PROVIDING TRAINING AND EDUCATION TO OUR BUSINESS CUSTOMERS

At Philips, we offer comprehensive and customized education and training to our business customers and healthcare professionals, in order to facilitate the safe and effective use of medical technologies, therapies and/or services. These educational and training sessions include various formats such as instructor-led sessions (both onsite and online), web-based courses, e-learning modules, and mobile applications. For detailed information on mobile applications offered by Philips for the learning and education of business customers, please review the relevant supplement notice [here](#).

In addition, as a business customer, you can also create a Philips account for professionals (P4P), which will enable you to access educational material, helpful resources such as product manuals and popular web pages.

To deliver training and education effectively and tailor them to your specific needs, and to manage your P4P account, we collect and process certain personal data from you.

Why we process your personal data

We process your personal data for the following purposes:

- To create, verify and manage your P4P account;
- To enable your access to relevant educational and training material and helpful resources such as product manuals, demo recordings etc.;
- To manage course enrolments and deliver educational and training services tailored to your needs;
- To arrange necessary logistics for on-site training, such as accommodation, equipment, and catering;
- To communicate with you regarding course confirmations, updates, and feedback surveys;
- To evaluate the effectiveness of our educational services and improve our offerings based on your feedback; and
- To issue certifications upon successful completion of courses.

What personal data we process

We process the following categories of personal data:

- Professional contact information such as your full name, email address, job title, department, and company/institution/ employer details such as company name, address, phone number, company type;
- Customer account number (for creating a P4P account);
 - Location details such as address information for organizing on-site training;
 - Information regarding your educational background, qualifications, job specialty, and professional experience as needed for the course/ training;
 - Course completion metrics such as your course progress, completion status, and post-course evaluations.

Lawful basis for processing

The lawful bases we rely on to process your personal data for the purposes described in this section are:

- Our need to perform a contract to which you are a party, or to take pre-contractual steps at your request;
- Our legitimate interest, in particular our necessity to provide and improve our educational and training services in a responsible manner and in line with local laws and regulations;
- To comply with our regulatory and legal obligations.

Who is the controller of your personal data

The controller of your personal data for the purposes identified in this section is the Philips affiliated company with which you have a contractual relationship, as identified in the applicable agreement you have with Philips.

MANAGING RELATIONSHIPS WITH HEALTHCARE PROFESSIONALS

If you interact with Philips in your capacity as a healthcare professional (e.g., dental professional, cardiologist, midwife, etc.) for activities such as providing professional consultancy services, engaging in Philips product sampling programs, or collaborating with us on other initiatives such as joint publications, speakerships at events like conferences and webinars, etc., we may process your data in order to manage our relationship with you.

Why we process your personal data

We process your personal data for the following purposes:

- To enter into and manage your fee for service engagements with us (e.g., provision of consultancy services to Philips);
- To evaluate and manage your interaction with Philips as a Healthcare Professional or Healthcare Organization in accordance with the relevant terms (e.g., product sampling programs for dentists), which may include activities such as communicating with you over email, sending materials to your address specified in the registration process, receiving and analyzing your feedback on our products and services (if any), processing requests for funding;
- To engage with you on future fee for service engagements that may be relevant and interesting to you (e.g., speaking arrangement at a forum).
- To invite you to participate in events such as conferences, webinars, trainings, etc., and engage with you on joint publications, training, educational and other collaborative initiatives.

What personal data we process

We process the following categories of personal data:

- Your name and professional contact details;
- Your CV, publications, social media information (e.g., LinkedIn, Healthgrades, PubMed, X, etc.);
- Professional information (e.g., professional practice name, practice type, if applicable, professional license number and state where the license was issued, role in practice, and area of specialty);
- Government issued identifiers (e.g., social security number, employer identification number, medical license information, national provider identification);
- Contact information (where relevant), such as your practice address (including city, state, postal code) and telephone number;
- Payment information (e.g., account number and details) necessary to process payments;
- Overview of your relationship with Philips (e.g., details of any consultancy services you have provided to us, information about paid invoices and automated clearing house (ACH) forms data, your participation in product sampling programs, etc.); and
- Depending on the nature of the relationship between you and Philips, opinions, advice, feedback and/or video/audio recordings.

Lawful basis for processing

Unless otherwise required by applicable law, the lawful bases we rely on to process your personal data for the purposes described in this section are:

- our need to perform a contract to which you are subject, or to take pre-contractual steps at your request;
- our legitimate interest, in particular to conduct business in a responsible manner in line with local laws and regulations; and
- our need to comply with legal obligations we are subject to (e.g., healthcare compliance laws).

Who is the controller of your personal data

The controller of your personal data for the purposes identified in this section is the Philips affiliated company with which you have a contractual relationship as identified in the applicable agreement you have with Philips (e.g., a consultancy agreement; terms of product sampling program).

MANAGING YOUR COMMERCIAL RELATIONSHIP WITH US

If you have a commercial relationship with Philips – as a (prospective) supplier, consultant, business customer or partner – we want to make sure that our relationship with you is founded upon transparency, clear accountability and trust. To manage this relationship with you and to ensure compliance with applicable laws, we may process personal data.

Why we process your personal data

We process your personal data for the following purposes:

- to communicate with you, e.g., by answering your requests or sending transactional communications;
- to initiate, plan, and maintain our (contractual) relationship with the customer, consultant, supplier or business partner you represent, e.g., by contracting, processing payments, accounting/billing/invoicing, managing credits, managing shipping and deliveries, handling repairs;
 - if you are a business customer, to provide you with the requested product and services, such as providing technical support and professional services like consultancy;
 - if you are a business customer, to evaluate performance and assess operational efficiency and quality in relation to the professional services we deliver;
 - To provide you or your representatives with trainings or demo sessions;
- If you are a business customer, to extend to you credit, upon your request;
- If you want to become our business partner, to confirm that you and/or your ultimate owners/shareholders/executives are operating in compliance with applicable laws, industry codes and international regulations and meet the same standards as Philips; and
 - To ensure compliance with our General Business Principles and other applicable laws and regulations we are subject to, such as conducting screenings to assess compliance and risks associated with potential business relationships, to assess if you are qualified to provide the requested services, establish fair market value, and for regulatory reporting purposes.

What personal data we process

To manage our business relationship with you and ensure compliance with applicable laws, we process the following categories of personal data:

- contact information, such as full name, job title/role, business email, business address, business phone number;
- payment information, such as data necessary to process payments;
- publicly available data, such as information relating to owners, majority shareholders, and top-level management or executives of our suppliers and business partners collected from trusted publicly available sources
- Data you provide to us, for example when you interact with a Philips representative, or by means of a due diligence form;

Lawful basis for processing

The lawful bases we rely on to process your personal data for the purposes described in this section are:

- our need to perform a contract to which you are subject, or to take pre-contractual steps at your request.
- our legitimate interest, in particular our necessity to conduct business in a responsible manner and in line with local laws and regulations as well as to protect fundamental rights such as the right of defense, the right to property, and the freedom to conduct a business.
- our need to comply with legal obligations we are subject to (e.g., IRS reporting, anti-money laundering, anti-bribery and anti-corruption laws).

RESEARCH AND DEVELOPMENT ACTIVITIES

Philips is committed to advancing knowledge and innovation in the industry of healthcare, wellness, and healthy living. To achieve this goal, we engage in a variety of Research and Development (R&D) activities.

As part of our R&D efforts, we conduct prospective research studies which involve the collection of data from participants who have voluntarily agreed to participate in those studies. The data collected is used to fulfil specific research objectives. These research objectives could vary from fundamental scientific research aimed at general scientific progress, to applied product research aimed at enabling Philips to achieve the highest standards of safety, quality and effectiveness in its products and solutions.

In addition to prospective research studies, we also conduct other R&D activities. These involve analyzing and interpreting existing data obtained from various sources, such as:

- Data from prospective research studies: We may analyze data collected in previous prospective research studies to explore new research questions, gain additional insights or validate findings.
- Data from other sources: we may, for example, use data obtained from publicly available sources, open datasets or databases to inform our R&D efforts.

Through our R&D activities, we aim to build innovative, effective, and reliable solutions while respecting the privacy of everyone involved.

Why we process your data

Prospective research studies

When we conduct prospective research studies, we process your data for the following purposes.

- Recruiting Participants: to recruit participants for our studies.
 - Direct Recruitment: You may join our research studies directly, for example via our research portal by completing an intake form.
 - Partner Invitations: In some cases, you may be invited to participate in our research studies through our trusted partners, such as recruitment agencies, hospitals, or other healthcare organizations (HCOs).
- Screening for Eligibility: to determine whether you meet the specific criteria for participating in a research study.
- Managing logistics and administration: to arrange the logistical and administrative aspects of the research study, including making appointments, shipping test products to you for home-use studies, if applicable; managing participant compensation, where relevant; ensuring smooth coordination of study-related tasks and communication.
- Achieving the specific objectives of the research study: each research study has specific objectives that are outlined in the study documentation, such as the informed consent form (ICF) or acknowledgment of participation (AOP). We process your data to fulfil these objectives, which may include:

- Driving innovation and advancing knowledge: this means testing hypotheses, exploring new concepts, and validating ideas to create or refine products, features, and solutions.
 - Improving product quality and effectiveness: this means enhancing the safety, functionality, and efficiency of our offerings to ensure they meet the highest standards and address real-world needs.
 - Complying with regulatory obligations applicable to us as household or medical device manufacturers: this includes conducting studies to validate and substantiate claims, to obtain certifications for our products, provide evidence to regulatory authorities for approvals.
 - Contributing to industry and scientific progress: this means generating findings that may inform industry standards, inspire further research, and foster innovation at a broader scale. For example, we may process data to conduct exploratory research and to generate anonymized findings for academic publications or industry reports or for sharing advancements or best practices with the broader scientific and professional community.
- Ensuring compliance with applicable laws and safety and ethical standards: to meet requirements necessary for conducting responsible research; to monitor, assess, and report adverse effects or device deficiencies in compliance with applicable laws; to maintain the integrity of the study through data cleaning, validation, and analysis.
 - Refining our methodologies to improve the design, implementation and analysis of future research studies. This may include testing the validity of research methods and enhancing predictive models or algorithms for data analysis.
 - Supporting other research and development activities: to support other R&D activities, as detailed in the specific section of this Privacy notice (see below).

Other research and development activities

When we conduct other research and development activities, we process data for the purposes listed below. This includes our work in the fields of medical imaging, diagnostic systems, patient monitoring, healthcare informatics, personalized medicine, telehealth and general wellness propositions. These efforts help us advance healthcare technologies, enhance individual wellbeing (e.g., through better oral care technologies) and improve patient care.

- Driving innovation and advancing knowledge: this means testing hypotheses, exploring new concepts, and validating ideas to create or refine products, features, and solutions.
- Improving product quality and effectiveness: this means enhancing the safety, functionality, and efficiency of our offerings to ensure they meet the highest standards and address real-world needs.
- Contributing to industry and scientific progress: this means generating findings that may inform industry standards, inspire further research, and foster innovation at a broader scale. For example, we may process data to generate anonymized findings for academic publications or industry reports or for sharing advancements or best practices with the broader scientific and professional community.
- Ensuring compliance with laws and regulatory obligations applicable to us as household or medical device manufacturers (e.g., conducting post market surveillance activities aimed at evaluating and improving the safety and effectiveness of our devices).
- Refining our methodologies to improve the design, implementation and analysis of future research studies. This may include testing the validity of research methods and enhancing predictive models or algorithms for data analysis.

What data we process

Prospective research studies

When we conduct prospective research studies, we may process the following categories of data for the purposes identified in the above section.

- Your name and contact details (such as address, email address, phone number, your signed study documentation).
- Data relevant to determining and evidencing your eligibility for a study (e.g., your age, gender, country of residence, employment industry, preferences in terms of product use such as manual versus electronic toothbrush, general household composition, health related data such as the general state of your health, etc.).
- Data required to fulfil the specific objectives of the research study and the other purposes identified in the above section. This depends on the objective of the study as well as the type of product or solution used, and could include demographic data, device data, medical images along with its metadata, observations and notes made by the investigator(s), feedback forms collected from you, interview notes, video and audio recordings, etc.

For the specific categories of data please refer to the study documentation, such as in the informed consent form ('ICF') or acknowledgement of participation ('AOP') presented to you before the study.

Other research and development activities

The categories of data required to conduct other research and development activities depends on the objective of the R&D activity and may include any of the aforementioned data types, as long as this data is necessary to fulfill the objectives of the particular activity, including but not limited to, demographic data, clinical data (e.g., vital signs and other health information), device data (including sensors such as motion sensors, temperature sensors etc.), medical images along with metadata, observations and notes made by the investigator(s), interview notes.

To the extent possible, we do not use directly identifying personal data.

Lawful Basis of Processing

The lawful bases we rely on to process your data for the purposes described in this section are as follows:

- Where suitable or required by applicable law, we rely on your consent to process personal data for the R&D activity.
- For prospective research studies, unless otherwise required under applicable law, we rely on our legitimate interest for screening and recruiting you and on our need to execute our contractual obligations for arranging logistics and other administrative aspects of the research study, including compensating you.
- Unless otherwise required by applicable law:
 - For research and development activities performed for the purpose of complying with our medical device manufacturers' obligations (for example, for assessing the safety, performance, and quality of our medical devices) or with our household (or other non-medical) device manufacturers' obligations, we rely on our need to carry out an activity performed for the public interest or legitimate interest.
 - For performing tasks such as reporting a serious adverse event taking place during a research and development activity or providing evidence to regulatory authorities for approvals or audits, we rely on our need to comply with a legal or regulatory obligation under the applicable product laws.
 - For research and development activities performed to evaluate, assess, test, develop, improve the safety or performance of our regulated medical and non-medical devices aiming to make better products improving healthcare and wellbeing, we rely on our legitimate interest and on the scientific research exemption (after ensuring that our interests override the impact that such processing may have on your rights, freedoms and interests).

Who is the Controller of your Data

For prospective research studies the controller is the Philips affiliated company who is the manufacturer of the medical or non-medical device or who is the sponsor of the research study, as outlined in the relevant study documentation provided to you.

For other R&D activities the controller is:

- For R&D activities in the fields of Mother and Childcare, Grooming and Beauty, and Oral Healthcare, we research and develop innovative devices and mobile applications for pre- and post-pregnancy health, baby monitoring, childcare, beauty and grooming solutions as well as connected and non-connected innovative oral care products and solutions, including mobile applications: Philips Consumer Lifestyle B.V., having its place of business at High Tech Campus 52, 5656 AG, Eindhoven, Netherlands.
- For R&D activities in the field of Medical Imaging and Diagnostic Systems, where we research and develop advanced imaging technologies like X-ray, ultrasound, MRI, and CT scans, or innovative diagnostic tools for image guided therapy (IGT): TOMTEC Imaging Systems GmbH (for ultrasound only), having its place of business at Freisinger Str. 9 85716 Unterschleissheim Germany, or Philips Medical Systems Nederland B.V., having its place of business at Veenpluis 6 5684 PC Best The Netherlands.
- For R&D activities in the field of Sleep and respiratory, where we research and develop devices and apps, such as for sleep and respiratory conditions: Philips RS North America LLC., having its place of business at 1010 Murry Ridge Lane, Murrysville, PA 15668.
- For R&D activities in the field of Patient Monitoring, where we research and develop advanced patient monitoring systems enabling to track vital signs and patient conditions: Philips Medizin Systeme Boblingen, having its place of business at Hewlett-Packard Strasse 2, 71034 Boöblingen, Germany, or Philips North America LLC., having its place of business at 222 Jacobs Street, 3rd Floor, Cambridge, Massachusetts 02141 USA.
- For R&D activities in the field of Healthcare Informatics, where we research and develop software solutions for efficient data management and analysis in healthcare settings: Philips Medical Systems Nederland B.V., having its place of business at Veenpluis 6 5684 PC Best The Netherlands.
- For R&D activities in the field of Telehealth and remote monitoring, where we research and develop remote healthcare solutions for patient care and monitoring: Philips North America LLC., having its place of business at 222 Jacobs Street, 3rd Floor, Cambridge, Massachusetts 02141 USA.

Philips Electronics Nederland B.V., having its place of business at High Tech Campus 52 5656 AG, Eindhoven Netherlands, is conducting research activities with the aim of improving scientific knowledge, among others, in the fields that are listed above.

COMPLYING WITH OUR REGULATORY OBLIGATIONS

As a manufacturer of medical and regulated non-medical or household devices, we are bound by regulatory requirements governing the market introduction, availability, and use of these devices (including their accessories) for human applications. Compliance with these obligations necessitates the ongoing processing of specific data to meet our regulatory, safety, and performance standards.

Why we process your personal data

We process data for the following purposes:

- Adverse event reporting: to identify, analyze, and report adverse events to regulatory authorities, as mandated by applicable laws.
- Complaint and incident management: to assess, investigate, and implement corrective actions, including recalls or preventive measures, related to reported complaints and incidents.
- Risk-benefit analysis: to analyze and report non-serious incidents or side effects that may impact the risk-benefit profile of a device.
 - Device quality and safety: to monitor, evaluate, and enhance the quality, performance, safety, and usability of devices throughout their lifecycle.

What personal data we process

We process the following personal data for devices sold directly to individuals:

- Complainant details: Name, physical address, email address, and other contact information.
- Product information: Product category, serial number, etc.
- Event-related information: details such as event date, time, description of the issue, and any feedback provided by the complainant.
- Injury or deficiency details: descriptions, including potential pictures of harm or device issues, if provided by the complainant.
- Device logs: data logs from the device, if available.

For devices used by qualified medical professionals, the processed data includes:

- Reporter information: this means, for example, name, contact details, and job title of individuals reporting adverse events or complaints.
- Patient information: details contained within the complaint or incident report, such as age, sex, and weight (from medical images or related data).
- Medical images: images potentially containing identifiable patient details.
- Healthcare professional feedback: feedback regarding the device's quality, performance, safety, and usability, along with professional contact information.

Lawful bases for processing

Unless otherwise required by applicable law, we process your data:

- in order to comply with a legal or regulatory obligation to which Philips is subject when we report (a) adverse events to competent authorities, and (b) trends of statistically significant increase (in frequency/severity) of non-serious incidents, and when we manage complaints;
- for the performance of an activity carried out in the public interest when we investigate incidents to identify root cause and required preventive, corrective, field safety corrective action; detect trends of statistically significant increase (in frequency/severity) of non-serious incidents.

Who is the controller of your personal data

The controller of your personal data is the Philips affiliated company which is the legal manufacturer of the device as indicated in the regulatory label of the relevant device.

ACCOMPLISHING OTHER LEGAL AND BUSINESS PURPOSES

To the extent necessary, we may also process personal data to fulfill other legal and business purposes not outlined in other sections of **this Notice**.

Why we process your personal data

We may process your data for the following purposes.

- Business operations and internal management: this includes activities such as internal audits, investigations, management of alliances, mergers, acquisitions, divestitures, reorganizations, disposals, and integration with purchasers.
- Application, product, and service development or improvement: this means enhancing our products, applications, and services by analyzing data, applying anonymization or pseudonymization techniques, as appropriate, to protect individual privacy.
- Security and asset protection: ensuring the safety and security of our organization, customers, and business partners. Activities include detecting, preventing, investigating, and addressing (attempted) criminal or objectionable conduct; maintaining health and safety standards; authenticating customers, suppliers, or business partners; and implementing technical and organizational security measures.
- Intellectual property rights protection: managing intellectual property filings and associated processes, which may involve processing data of inventors and other contributors.
- Legal compliance: fulfilling legal obligations, including processing data to comply with tasks mandated by law, such as disclosures to government, supervisory, tax, and sector-specific authorities. In specific cases, we may also process information related to family members, for instance, to comply with insider trading regulations.
- Legal defense: preparing for, preventing, or engaging in dispute resolution or legal claims.

What personal data we process

Depending on the specific purpose, we may process a variety of personal data categories, such as contact information or other details required to achieve the purposes outlined above.

Lawful basis for processing

We rely on the following lawful bases to process your data:

- **Contractual Necessity:** processing required to perform a contract to which you are a party or to take steps at your request prior to entering into a contract.
- **Legitimate Interests:** ensuring responsible business practices in compliance with local laws and regulations and safeguarding fundamental rights such as the right to defense, property, and the freedom to conduct business.
- **Legal obligations:** meeting legal requirements applicable to our operations.
- **Consent:** where required by applicable law.
- **Other legal grounds:** Any additional legal basis permitted under applicable laws.

GLOBAL SECTION

Keep in mind that, unless we need your personal data to comply with laws and regulations, you are not obliged to provide us with your personal data. Of course, if you choose not to do so, in many cases we will not be able to provide you with the products or services you requested or to respond to requests that you may have.

How we protect your personal data

We use organizational, technical and physical measures to protect your personal data, taking into account the nature of the personal data and the processing as well as the potential threats posed. We strive to always ensure the security of your personal data by implementing appropriate management practices such as:

- We implement strict security measures to prevent leakage, destruction, loss, alteration, or misuse of personal data.
- We limit access to personal data databases to manage them in a secure environment.
- We regularly conduct training, education, and awareness activities for our employees on the importance of personal data protection, and we provide the necessary and appropriate supervision.

We are constantly working to improve these measures to help keep your personal data secure.

How we transfer your personal data between countries

Due to our global nature, your personal data may be transferred to or accessed by Philips-affiliated companies or Philips' trusted third parties around the world. Of course, when we do so, we ensure to comply with laws on the transfer of personal data between countries.

Your privacy rights

Depending on our reason for processing your personal data and applicable laws, you have certain rights on your personal data. Here we want to make you aware of these privacy rights.

- **You have the right to access your personal data.** You can ask us for copies of, or information about the personal data that we process about you.
 - **You have the right to rectify your personal data.** If you think that the personal data we process about you is inaccurate, you can ask us to rectify or correct it. If you want us to rectify your personal data, please tell us what you believe is inaccurate and explain to us how we should correct it.
 - **You have the right to delete your personal data.** You can ask us to erase the personal data that we process about you. Keep in mind that there might be cases (for example, when we are legally obliged to keep your personal data) where we may not be able to erase your personal data.
 - **You have the right to data portability.** You can ask us to transfer the information about you (that you have directly given to us) to you, or to another organisation of your choice. Keep

in mind that this right only applies in certain circumstances (for example, if we are processing your personal data with automated means and based on your consent).

- **You have the right to restrict our processing of your personal data.** This means that, in certain circumstances, you can ask us to limit the way we use your personal data.
- **You have the right to object to our processing of your personal data.** This means that, in certain circumstances, you can object to the processing of your personal data, as carried out by us.

Keep in mind that there may be situations where we are entitled to deny or restrict your privacy rights, for example, when it is necessary to establish, exercise or defend Philips from legal claims or when your request is manifestly unfounded or excessive, in particular because of its repetitive character.

At Philips, we aim to give you control over your personal data. Therefore, depending on the activity, you can control your personal data and exercise your privacy rights and choices by yourself, for example by logging in to your Philips account and updating, modifying or deleting your personal data or by unsubscribing to our promotional communications by means of the unsubscribe button (link) included at the bottom of our promotional communications. If you are using our mobile applications, you can easily change your consent status relating to the processing of your personal data in the context of the app, by accessing privacy settings in the app itself.

In all other cases, to exercise your privacy rights, to submit a privacy complaint or to contact our Data Protection Officer, you can contact us via [**our privacy contact form.**](#)

We will do our best to address your request in time and free of charge. In certain cases, we may ask you to verify your identity before acting on your request. Of course, if you are not happy with how we have handled your request, you can make a complaint to the supervisory authority competent for your country or region.

With whom we share your personal data

Unless otherwise stated in this notice, these are the categories of third parties with whom we may share your personal data:

- **Our Philips-affiliated companies.** Due to our global nature, your personal data may be disclosed to other Philips-affiliated companies. Of course, we will make sure that access to your personal data will be granted on a need-to-know basis.
- **Our service providers.** We may engage with third party service providers (e.g. IT providers, customer service providers) and ask them to perform certain processing operations on our behalf, such as storing personal data. When we do so, we make sure that these service providers are contractually obliged not to use your personal data for purposes other than those requested by us or required by law.
- **Our business partners:** sometimes, we may partner with our business partners to provide you with services, and in this context, we may share your personal data with them. For example, if you purchase a product from our e-shop, we share your information with payment service providers to process the payments.
- **Third parties in connection with corporate transactions:** at times, we may be involved in a merger, acquisition, bankruptcy, joint venture, reorganization, sale of assets or other disposition of all or any portion of our business, assets or stock. In these cases, we may share your personal data with the third party involved in that corporate transaction.
- **Others:** for legal reasons, we may also share your personal data with others (such as public and governmental authorities, professional advisors) if we determine that access, use, preservation or disclosure of your personal data is necessary to: 1) comply with applicable laws and regulations or enforceable governmental requests; 2) investigate, prevent or take actions regarding suspected or actual illegal activities or to assist government enforcement agencies; 3) enforce our terms and conditions with you; 4) investigate and defend ourselves against any

claims or allegations; 5) protect the security or integrity of our services; 6) exercise or protect the rights and safety of Philips, our Philips customers, personnel or others.

How long we keep your personal data

We delete personal data when it is no longer necessary for the purposes described in this Privacy notice.

In any case, unless indicated otherwise in this Privacy notice, the criteria we use to decide our retention periods include: (i) whether we need your personal data to safeguard our legitimate interest, to perform a contract to which you are subject or to respond to your questions or provide to you the required service or support; (ii) whether there is a legal obligation to which we are subject; or (iii) whether retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation, or regulatory investigations).

COUNTRY-SPECIFIC PRIVACY INFORMATION

If you are subject to the privacy and data protection laws of any of the countries listed below, the following information applies in addition to the details provided in the general sections of this Privacy Notice. In cases of conflict, the country-specific privacy information will take precedence.

European Economic Area, United Kingdom and Switzerland

If you are subject to the privacy and data protection laws of any of the member countries of the European Economic Area, United Kingdom or Switzerland, the following information applies in addition to the details provided in the general sections of this Privacy Notice:

- Where applicable, our controller's representative is Philips International B.V.
- When we transfer personal data from the European Economic Area, the United Kingdom, and Switzerland to:
 - Philips-affiliated companies processing such personal data in other countries, such transfers are governed by our Binding Corporate Rules (so called Philips Privacy Rules);
- Philips trusted third parties processing such personal data in other countries not recognized as providing an adequate level of data protection by the European Commission, such transfers are governed by the [Standard Contractual Clauses](#).
- You can access the contact details of the EU data protection authorities through this [website](#) and the UK Information Commissioner's Office may be contacted on their [website](#).

United States of America

This section supplements the details provided in the general sections of this Privacy Notice and provides additional details regarding the categories of personal data that we collect, use, and disclose about residents of U.S. states that afford their residents additional rights.

Collection, Disclosure, Sale and Sharing of Personal Data

The following chart details which categories of personal data we collect and process, as well as which categories of personal data we disclose to third parties for our operational business purposes, including within the 12 months preceding the date this Privacy Notice was last updated. The chart also details the categories of personal data that we "sell" to third parties or "share" for purposes of cross-context behavioral or targeted advertising, including within the 12 months preceding the date this Privacy Notice was last updated. We do not knowingly "sell" or "share" personal data, including sensitive personal data, of minors under 16.

<i>Categories of Personal Data</i>	<i>Disclosed to Which Categories of Third Parties for Operational Business Purposes</i>	<i>Sold to</i>	<i>Shared With (for Cross-Context Behavioral or Targeted Advertising)</i>
	• Our Philips-affiliated companies	Advertising Networks	Advertising Networks

Identifiers, such as name, contact information, account name, social security number, driver's license number, passport number, IP address and other similar identifiers	• Our service providers • Our business partners • Third parties in connection with corporate transactions • Others: for legal reasons, we may also share your data with others (such as public and governmental authorities, professional advisors).	<i>Please note that government-issued identifiers such as social security number, driver's license number, and passport number are not sold to Advertising Networks.</i>	<i>Please note that government-issued identifiers such as social security number, driver's license number, and passport number are not shared with Advertising Networks.</i>
Personal information such as name and contact information, payment card information.	See above	None	None
Characteristics of protected classifications under federal law, such as age or sex.	See above	None	None
Medical Information, including information in possession or derived from a healthcare provider, healthcare service plan, or contractor regarding an individual's medical history, mental or physical condition, or treatment.	See above	None	None
Health Insurance Information, including individual's health insurance policy or subscriber number, or other unique identifier used by a health insurer to identify the individual, or any information in the eligibility file or claims history.	See above	None	None
Internet or network activity information, such as browsing history and interactions with our online services.	See above	Advertising networks	Advertising networks
Commercial information, such as transaction information and purchase history	See above	None	None
Geolocation data, such as your country, region and device location (based on your location settings)	See above	Advertising networks	Advertising networks

Audio, electronic, visual and similar information, such as photographs, CCTV recordings, and call and video recordings.	See above	None	None
Education Information subject to the federal Family Educational Rights and Privacy Act such as student transcripts and grades	See above	None	None
Inferences drawn from any of the personal data listed above to create a profile about, for example, an individual's preferences, behavior and characteristics	See above	None	None
Employment Information, including professional or employment-related information, such as work history, job qualifications, resume/CV, prior employer	See above	None	None
Sensitive personal data: government-issued identification numbers, account login information, precise geolocation information, health data, citizenship and immigration status	• Our Philips-affiliated companies • Our service providers • Third parties in connection with corporate transactions • Others: for legal reasons, we may also share your data with others (such as public and governmental authorities, professional advisors).	Advertising networks <i>Please note that <u>only</u> precise geolocation information is provided to Advertising networks</i>	Advertising networks <i>Please note that <u>only</u> precise geolocation information is provided to Advertising networks</i>

Collection, Processing, and Disclosure of Sensitive Personal Data

Subject to your consent where required or as otherwise limited by applicable law, we collect, process, and disclose sensitive personal data for purposes of: providing goods or services as requested; ensuring safety, security, and integrity; countering wrongful or unlawful actions; short term transient use such as displaying first party, non-personalized advertising; performing services for our business, including maintaining and servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services on behalf of our business; activities relating to quality and safety control or product improvement; and other collection and processing that is not for the purpose of inferring characteristics about an individual.

Individual Rights and Requests

Persons with disabilities may obtain this Privacy Notice in alternative format upon request by contacting us via our [privacy contact form](#) or calling 866-309-3263.

You may, subject to applicable law, make the following requests:

1. To know whether we process your personal data, and to access such personal data

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- a. If you are a California consumer, you may also request that we disclose to you the following information:
 - i. The categories of personal data we collected about you and the categories of sources from which we collected such personal data;
 - ii. The business or commercial purpose for collecting, “sharing,” or “selling” personal data about you;
 - iii. The categories of personal data about you that we “sold” or “shared” and the categories of third parties to whom we “sold” or “shared” such personal data; and
 - iv. The categories of personal data about you that we otherwise disclosed, and the categories of third parties to whom we disclosed such personal data.
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- b. If you are an Oregon consumer, you may also request that we disclose to you the following information:
 - i. The categories of personal data we process about you; and
 - ii. The third parties to whom we have disclosed your personal data.
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- c. If you are a Delaware consumer, you may also request that we disclose to you the categories of third parties to whom we disclosed your personal data.

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2. To correct inaccuracies in your personal data.

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3. To have your personal data deleted.

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4. To receive the specific pieces of your personal data, including a copy of your personal data in a portable format.

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5. To opt out of the “sale” of your personal data.

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6. To opt out of targeted advertising, including the “sharing” of your personal data for cross-context behavioral advertising.

You have the right not to be unlawfully discriminated against for exercising your privacy rights.

To make a request, please contact us via our [privacy contact form](#) or 866-309-3263.

We will verify and respond to your request consistent with applicable law, taking into account the type and sensitivity of the personal data subject to the request. We may decline to honor your request where an exception applies. We may need to request additional information such as further contact details or ID, in order to verify your identity and protect against fraudulent requests. If you maintain a password-protected account with us, we may verify your identity through our existing authentication practices for your account and require you to re-authenticate yourself before disclosing or deleting your personal data. If you make a request to delete, we may ask you to confirm your request before we delete your personal data.

To request to opt out of any future “sale” of your personal data and/or targeted advertising, including the “sharing” of your personal data for cross-context behavioral advertising, click [here](#).

We also process opt-out preference signals, such as the Global Privacy Control. These signals set your opt-out preferences only for the particular browser or device you are using and any consumer profile that we can associate with that browser or device. For information about how to use the Global Privacy Control, please visit <https://globalprivacycontrol.org/>.

Appeal Process

To the extent available under applicable law, if we refuse to take action on your request, you may appeal this refusal within a reasonable period after you have received notice of the refusal. You may file an appeal by contacting us via our [privacy contact form](#) or 866-309-3263.

Authorized Agents

If an agent would like to make a request on your behalf as permitted under applicable law, the agent may use the submission methods noted in the section entitled "Individual Rights and Requests." We will process the agent's request consistent with applicable law. As part of our verification process, we may request that the agent provide, as applicable, proof concerning their status as an authorized agent. In addition, we may require that you verify your identity as described in the section entitled "Individual Rights and Requests" or confirm that you provided the agent permission to submit the request.

California Shine the Light

If you prefer that we discontinue sharing your personal data on a going-forward basis with third parties (including our affiliates) for their direct marketing purposes, you may opt out of this sharing by contacting us via our [privacy contact form](#) or by calling 866-309-3263.

Linked Websites

The transmission of information via the Internet or e-mail is not completely secure. Although we will do our best to protect personal data that you submit to us, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your data, we will use commercially reasonable procedures and security features to try to prevent unauthorized access.

Our websites and services may contain links to other websites, plug-ins and applications that are not operated by us. If you click a third-party link, you will be directed to that third party's site, which may allow third parties to collect or share data about you. We strongly advise you to review the privacy policy of every site you visit. We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

De-identified Data

Where we maintain or use de-identified data, we will continue to maintain and use that data only in a de-identified form and will not attempt to re-identify the data.

Changes to this Privacy Notice

We may change or update this Privacy Notice from time to time. When we do, we will post the revised Privacy Notice on this page with a new "Last Updated" date.

Brazil

If you are subject to the privacy and data protection laws of Brazil, the following information applies in addition to the details provided in the general sections of this Privacy Notice:

To exercise your rights as a data subject, to lodge a privacy complaint or to contact the Brazil Data Protection Officer (Javier Castellanos Pinell) at Philips, please contact us at: [privacy contact](#).

Japan

If you are subject to the privacy and data protection laws of Japan, the following information applies in addition to the details provided in the general sections of this Privacy Notice:

Joint Use of Personal Data:

Philips International B.V. and its affiliates are responsible for the management of personal data shared between our affiliates and jointly used and handling all of your legitimate requests regarding shared personal data.

In addition, we jointly use personal data from the Medical Database (MDB) managed and operated by Nihon Ultmarc Inc. with specific companies. For the items of personal data to be jointly used, the scope of companies sharing the data, the purpose of use for the companies sharing the data, and the person responsible for the management of the personal data, please refer to the website of Nihon Ultmarc Inc. (https://www.ultmarc.co.jp/privacy/shared_use/).

Mainland China

If you are subject to the privacy and data protection laws of China, the following information applies in addition to the details provided in the general sections of this Privacy Notice:

- Where required, our representative within the borders of the China responsible for matters related to privacy and data protection is Philips (China) Investment Co. Ltd. (hereafter referred to as 'Philips China'), located at building A1, No. 718 Lingshi Road, Shanghai.
- Philips China will obtain your consent (where applicable, separate consent) to process your personal data if and to the extent required by mainland China applicable laws and regulations. If Philips China wishes to use your personal data for purposes other than those stipulated in this Privacy Notice, Philips China will obtain your consent where required by mainland China applicable laws and regulations.
- Philips China may share your personal data with third party controllers for the purposes described in this Privacy Notice, with your separate consent. These parties act as controllers of your personal data and will collect separate consent from you for their processing. You should refer to their privacy notices for information as to how they use your personal data.
- Philips China may transfer, access, store or otherwise process your personal data outside of Mainland China with your separate consent, where we are satisfied that adequate levels of protection are in place to protect the integrity and security of your personal data, where permitted by mainland China applicable laws and regulations or adequate security measures are adopted in compliance with applicable laws.
- As a multinational company, Philips China, in order to standardize the processing of the personal data, enhance management efficiency, and also to meet the business needs such as centralized management, globally unified standardized processes, compliance control requirements, record keeping and contract management that arise from the global operations of the Philips Group, may provide the personal data that you have provided based on this Privacy Notice, to Koninklijke Philips N.V. (Royal Philips Limited) located outside Mainland China, and its relevant overseas affiliated entities and their related suppliers ('Overseas Recipients'). If you wish to exercise your rights related to your personal data against the Overseas Recipients, the specific information of the Overseas Recipients is as follows: Koninklijke Philips N.V. (Royal Philips Limited), representing all relevant overseas affiliated companies of Philips and their related suppliers), and the contact method is 隐私要求 | Philips.

Taiwan

If you are subject to the privacy and data protection laws of Taiwan, the following information applies in addition to the details provided in the general sections of this Privacy Notice:

Please be aware that for certain personal data collection and processing activities, we will transfer your personal data outside of Taiwan, in order to facilitate the purposes described in this Privacy Notice. They may be subject to supplement privacy notices where applicable.

Turkey

If you are subject to the privacy and data protection laws of Turkey, the following information applies in addition to the details provided in the general sections of this Privacy Notice:

The chapter titled 'Who We Are' in this Privacy Notice, is hereby revised as follows:

Unless otherwise stated in this Privacy Notice or in other product or service specific privacy notices, the Philips company that determines the purposes and means of the processing of your personal data (hereafter the “controller” of your personal data) is Türk Philips Ticaret A.Ş.

Postal address:

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Türkiye