

LUMEA USER STORIES PRIVACY NOTICE

INTRODUCTION

This Privacy Notice (“Notice”) is about the processing of your data by Philips in the Lumea User stories initiative. It explains how we process your data when you interact with us as a participant in the Initiative, and is a supplement to our [Global Privacy Notice](#), which we urge you to read.

WHO IS THE CONTROLLER OF YOUR DATA?

For the processing activities covered by this Notice, the controller of your data is Philips Consumer Lifestyle BV., having its place of business at High Tech Campus 52, 5656 AG, Eindhoven, The Netherlands.

WHAT TYPES OF DATA DO WE PROCESS?

Specific information regarding what data we may process in the context of this Initiative, is found below.

Data fields
<i>Your public social media profile information along with your submitted user story</i>
<i>Release and authorization/ consent forms (with your name and signature) if you are selected</i>
<i>Your image, audio and video recordings (if you are selected, and agree to participate in our next campaign)</i>

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

We will process your personal data to contact you in case you are the winner of the contest and interact with you to create, publish and disseminate Philips’ marketing/promotional content and share the reward with you.

THE LEGAL BASES USED TO PROCESS YOUR DATA

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

- We process your data (image, audio and video recordings) based on your express consent;
- We process your data to fulfill our need to enter into or perform our contract with you, or to take pre-contractual steps at your request;
- We process your data in order to comply with a legal or regulatory obligation to which Philips is subject, for example, if we are requested by a governmental authority to disclose your data for audit purposes.

WHY DO WE NEED YOUR DATA?

Providing your data to Philips for the above-mentioned purposes is completely voluntary. In case you do not want to provide your data to Philips, there will be no negative consequences for you. However, you will not be able to participate in the Initiative.

HOW LONG DO WE KEEP YOUR DATA?

We keep your data as long as we need to fulfill the purposes of the Initiative, or longer if Philips is subject to a legal obligation to keep your data.