

# App Privacy Notice

This Privacy Notice was last changed November 3, 2014.

Koninklijke Philips N.V. and its subsidiaries ("Philips") believe strongly in protecting the privacy of the personal data you share with us. We also believe it is important to inform you about how we will use your personal data, and to give you choices about how those data will be used. Therefore, we encourage you to read this Privacy Notice carefully, before you make your choices and give us the right to use your information. This is a notice about our privacy practices, not a contract or an agreement.

This Privacy Notice applies to all personal data of consumers collected via the use of the Philips Norelco Grooming mobile application ("App") and the usage of a My Philips Norelco account that are controlled by or under the control of Koninklijke Philips Electronics N.V. or any of its subsidiaries.

## Type of Information We Collect and How We Use It

The App collects or uses personally identifiable information ("personal data") in connection with your downloading or use of the App. The App uses your personal data for the following purposes:

- (1) For providing the functionalities and services of the App.

⇒ What does this purpose entail?

- User Social Profile: When you use the App, we process personal data to deliver the functionalities of the App and to improve and analyze the performance of the App. We will use questions about yourself, we will use your photo and analyze your photo so we can show you style previews on your own face.
- User Style Advice Function: The App will provide you with personalized advice on best facial styles and help you to 'try before you trim' by creating a Photo-realistic virtual preview of the styles on a picture of your face.
- User Shaving Advice Function: The App will provide you with personalized shaving advice by using an avatar and adding physical attributes such as hair growth, hair color, beard type and skin type.
- Philips Norelco grooming product owners will also have easy access to personalized support, enhanced instruction manuals, product and purchase advice.

⇒ Which personal data do we process for this purpose?

- User Social Profile; first name and last name, country, email.
- User Style Advice Function: Photo, physical attributes such as face shape, hair growth, hair color, and questionnaire responses. User Shaving Advice Function: physical attributes such as face shape, hair growth, hair color, beard type and skin type.
- We will use the photo for statistical research on hair growth and styles. The information will be promptly de-personalized and kept in an anonymous and aggregated form.
- Service accessing sensors or features on the phone, such as:

- Camera
- Accessing photos
- Sharing in social media

When you use the App through your mobile device, and only if you have consented thereto, we will use your photo and analyze with it with an algorithm. If you do not consent to the processing of your photo, you will not be able to use the App. You may at any time withdraw your consent by contacting us at: **[privacy@philips.com](mailto:privacy@philips.com)**. We will only use your data for this purpose if you have provided us with prior consent.

⇒ Do we share your personal data?

Philips may transfer your personal data from your home country to other Philips companies around the world. Philips will only share your data with third parties outside Philips for hosting services.

(2) For managing your account.

⇒ What does this purpose entail?

When you create an account, we will send you a welcoming email to verify your username and password, to communicate with you in response to your inquiries, and to send you strictly service-related announcements, for instance, if our Service is temporarily suspended for maintenance. We will use your registration information to create and manage your App account.

⇒ Which personal data do we process for this purpose?

We will use your registration information: username, name, email address, country, language and password.

⇒ Do we share your personal data?

Philips uses a third party partner to register and retain our registration records, including the personal data you provide.

(3) For using a My Philips Norelco account.

⇒ What does this purpose entail?

You can login to the App with your My Philips Norelco account. When you create or use a My Philips Norelco account, we will be able to manage your App account and register your purchases so you can receive all the benefits to which your purchases entitle you. By storing your preferences, you can save time when purchasing Philips Norelco products online. From time to time, Philips Norelco may contact you about your interests ask you to participate in online communities or send you personalized messages and special offers that are relevant to your interests. For more information on how we treat your personal data of your My Philips Norelco account please visit: <http://www.usa.philips.com/privacypolicy>

⇒ Which personal data do we process for this purpose?

We will use your registration information: username, name, email address, country, language, password, online product purchases and product registration.

⇒ Do we share your personal data?

Philips uses a third party partner to register and retain our registration records, including the personal data you provide.

(4) For generating statistical data to help us improve the content, functionality and usability of the App.

⇒ What does this purpose entail?

We collect and analyze usage statistics to help us improve the content, functionality and usability of the App.

⇒ Which personal data do we process for this purpose?

For this purpose, we process session and usage data as well as log data. Session and usage data is information about your use of the App, including, but not limited to browser connection request, server communication and data sharing, web beacons, network measurements, quality of service, and date, time and country location of the App. Log data includes your unique User Device number, the IP address of your device, the type of mobile internet browser or operating system you use, and the dates and times of your use of the App.

⇒ Do we share your personal data?

Philips uses a third party partner collect and analyze statistics data.

(5) For sending you information about Philips Norelco via the App or by email.

⇒ What does this purpose entail?

We would like to keep you updated on our products and services, as well as any special offers from Philips Norelco that you may find useful. We will do this by means of emails, or push notifications.

We will only use your data for this purpose if you have provided us with prior consent.

⇒ Which personal data do we process for this purpose?

For this purpose we process your name, your e-mail address, your Unique User ID and an overview of which e-newsletters we have sent you.

(6) For making a profile based on your preferences and for sending personalized messages via the App or email.

⇒ What does this purpose entail?

We will make a profile based on your preferences and send you personalized messages and special offers that are relevant to your interests via e-mails, or push notifications.

We will only use your data for this purpose if you have provided us with prior consent.

⇒ Which personal data do we process for this purpose?

For this purpose we may process your name, your e-mail address, your Unique User ID, session and usage data, log data, the products you purchased/registered and personal data you shared with us via social media networks such as Facebook, Twitter and Google+.

### **When We transfer Information**

Philips may transfer your personal data from your home country to other Philips companies around the world. If Philips transfers personal data outside of your geographic region, we will take steps to protect your privacy rights in order to provide a comparable level of protection while the information is being processed. If required by local law we will not transfer your data outside of your geographic region without your prior consent.

### **How We Share Information with others**

Philips employs trusted third party partners to facilitate the operation of the App, including third-party service providers or hosting providers who act on behalf of Philips in order to provide the necessary hardware, software, networking, storage, transactional services and/or related technology required to run the App or the services provided. Philips also uses the services of third-party services providers to help us understand and analyze how the App and its application are used. These third-party service providers collect data sent by your mobile device, such as session, usage and log data. Our agreements with these third party partners limit their use and disclosure of your personal data, and requires that your personal data to be appropriately and adequately safeguarded.

Philips will disclose personal data only under this policy and/or when required by law.

Philips sometimes sells a business or a part of a business to another company. Such a transfer of ownership could include the transfer of your personal data directly related to that business, to the purchasing company.

### **Your choices and rights**

We want to know you better so we can serve you better while at the same time, we respect your choices about how we use your personal data.

Your personal data may be transferred from your home country to other Philips companies, in different locations around the world.

You may at any time amend your personal data or change your preferences. Sometimes this can be done in the App or by visiting your online My Philips Norelco account. You can opt-out of our marketing services by following the 'unsubscribe' below each email sent to you.

You may at any time request access to your personal data, request correction or erasure of your personal data, and object to any processing of your personal data via your App account or by emailing us at [\*\*privacy@philips.com\*\*](mailto:privacy@philips.com).

We will respond to your access and/or correction request within 4 weeks.

### **Security of Your Information**

We recognize and take seriously our responsibility to protect the personal data you entrust to Philips from loss, misuse or unauthorized access. Philips uses a variety of security technologies and organizational procedures to help protect your personal data. For example, we implement access controls, use firewalls, secure servers and we encrypt certain types of data, such as financial information, and other sensitive data.

### **Special information for parents**

The App is not intended for or directed to children under the age of 14. We do not knowingly collect personally identifiable information from children under age 14. If a parent or guardian becomes aware that his or her child has provided us with Personal Information without their consent, he or she should contact us at [\*\*privacy@philips.com\*\*](mailto:privacy@philips.com). If Philips becomes aware that a child under the age of 14 has provided us with personal data, we will delete such information from our files. Philips strongly recommends that parents take an active role in supervising the online activities of their children, especially when making purchases through our Apps.

### **Changes to this Privacy Notice**

The services that Philips provides are always evolving and may change from time to time without prior notice to you. For this reason, we reserve the right to change or add to this Privacy Notice from time to time. We encourage you to check back often to review the latest version.

The new Privacy Notice will be effective upon posting, if you do not agree to the revised notice, you should alter your preferences, or consider stop using the App. By continuing to access or make use of our services after those changes become effective, you agree to be bound by the revised Privacy Notice.

### **Contact Us**

Please contact us if you have any questions, complaints or suggestions about this Privacy Notice or your experience with the App at: [\*\*privacy@philips.com\*\*](mailto:privacy@philips.com).