

# Privacy Notice Bottle Warmer Study

This privacy notice applies to the Personal Data processed in connection with Bottle Warmer Study (the “Initiative”).

Last update: 21-MAY-2019

This notice is available online until 30-JUL-2019. Please save this document on your device in order to keep a copy for your own administration.

## Who is the data controller?

Philips Electronics Nederland B.V. ("Philips")  
 Boschdijk 525, 5621JG, Eindhoven, The Netherlands  
 Contact our Data Protection Officer via our [contact form](#).  
 ([www.philips.com/contactprivacy](http://www.philips.com/contactprivacy))

**Study purpose:** the purpose of this study is to collect needs, wishes and preferences of consumer for bottle warmers to enable the development of a new improved bottle warmer.

## What Personal Data are collected; Why are these Personal Data collected? With whom are Personal Data shared?; How long will the Personal Data be kept?

What	Why	Whom	How long
Survey data on bottle warmers (preferences, wishes, your country's name)	For the purposes of the study	Philips	Periodic review

Periodic review: Philips will delete your data after a certain time, unless a clear explanation is given why the data is still useful and relevant. Then again a periodic review cycle starts.

To protect your privacy, all directly identifying data (example: name, contact details) will be separated from the research data (such as your survey answers) and replaced by a participant code. All study-specific data will be collected under the participant code. Results may be published without disclosing your identity.

## What is the purpose and legal basis of the processing?

Insofar as we have a legitimate interest, we may process your data for the following purposes:

- To conduct scientific research related to the initiative;
- For data analysis, for example, to improve the efficiency of the Initiative;
- For identifying usage trends, for example, understanding which parts of the Initiative is of most interest to users;
- For enhancing, improving, or modifying our current products and services;
- For developing new products and services;
- To aggregate and/or anonymize Personal Data, so that it will no longer be considered Personal Data. We can do so to generate other data for our use, which we may use and disclose for any purpose;

To comply with legal obligations Philips may process or disclose your data for the following purposes:

- For audits, to verify that our internal processes function as intended and are compliant with legal, regulatory or contractual requirements;
- To comply with applicable law - this can include laws outside of your country of residence;
- To respond to requests from public and government authorities, these can include authorities outside your country of residence;
- To cooperate with law enforcement, for example law enforcement requests and orders;
- We may also process or disclose your data to protect your or someone else's vital interests.

**With whom do we share your Personal Data?**

We may disclose your Personal Data:

- Our affiliates or subsidiaries for the purposes in this privacy notice. Affiliates all process data under the same set of Binding Corporate Rules ([www.philips.com/privacy](http://www.philips.com/privacy));
- To our third party service providers who provide services such as website hosting, data analysis, payment processing, order fulfilment, information technology and related infrastructure provision, customer service, email delivery, auditing and other services;

**Security**

We seek to use reasonable organizational, technical and administrative measures to protect personal data within our organization. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us in accordance with the “How can you contact us?” section below.

**What are your rights?**

If you would like to:

- Ask questions about how we handle personal data;
- Request to review, correct, update, suppress or restrict the use of your personal data;
- Request that your personal data be removed;
- Withdraw your consent (Only possible if the processing is based on your consent. It will not affect the lawfulness of processing based on your consent before the withdrawal);
- Object to our use of your personal data for our legitimate business interests;
- Request to receive an electronic copy of your personal data for purposes of transmitting it to another company (to the extent this right to data portability is provided to you by applicable law),

please contact us via the details provided under the “How can you contact us?” section below. We will respond to your request consistent with applicable law.

In your request, please make clear what personal data you would like to have changed, whether you would like to have your personal data suppressed, or otherwise let us know what limitations you would like to put on our use of your personal data. For your protection, we only implement requests with respect to the personal data associated with the particular account/ email address that you use to send us your request, and we may need to verify your identity before implementing your request. We will try to comply with your request as soon as reasonably practicable.

Please note that we need to retain certain information for recordkeeping purposes (e.g., there could be legal obligations to retain certain information, if so, you are not be able to change or delete the personal data provided until after the retention period in that respect has passed).

**Are you obligated to provide the data asked?**

It is voluntary to provide the data requested in this notice.

If you fail to provide the information, this will have no consequences to the use of the app.

**Updates to this Privacy Notice**

We may change this privacy notice. The “Last update” legend at the top of this privacy notice indicates when it was last revised. Any changes will become effective when the revised privacy notice is made available (online if it was already online, otherwise mail or email). If the change to this privacy notice is indicative of a fundamental change to the nature of the processing (e.g. enlargement of the categories of recipients or introduction of transfers to third countries) or a change that may be relevant to and impact upon you, then we will inform you in advance of the change taking effect in an explicit and effective way.

**How can you contact us?**

If you have any questions about this privacy notice or about the way Philips uses your personal data, please contact our Data Protection Officer via our [contact form](http://www.philips.com/contactprivacy) ([www.philips.com/contactprivacy](http://www.philips.com/contactprivacy)) or at

Philips Center HBT 16  
Attn.: Data Protection Officer  
P.O. Box 77900, 1070 MX  
Amsterdam, The Netherlands

Alternatively, you have the right to lodge a complaint with a data protection authority for your country or region, or where an alleged infringement of applicable data protection law occurs.