

## PRIVACY NOTICE

### INTRODUCTION

This Privacy Notice ("Notice") is about the possible processing of your data by Philips through the use of **MediaPipe Face Mesh [MediaPipe Face Mesh]** ("initiative"). It explains how we might process your data when using MediaPipe Face Mesh.

### WHO IS THE CONTROLLER OF YOUR DATA?

For the processing activities covered by this Notice, the controllers of your data are:

- Philips Electronics Nederland B.V., High Tech Campus 52, 5656AG Eindhoven, the Netherlands;
- Philips North America LLC, 222 Jacobs Street, MA 02141, Cambridge, United States;
- Philips India Limited, 3rd Floor, Tower A, DLF IT Park, 08 Block AF, Major Arterial Road, New Town (Rajarhat), 700156, Kolkata.

("Philips" in the rest of this document)

### WHAT TYPES OF DATA DO WE PROCESS?

Categories of Personal Data
<i>Philips makes use of the MediaPipe Face Mesh algorithm. This algorithm does not contain your data directly but could leak data on the training set (of which you might be a part). This data would concern your facial features.</i>

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

The purposes for which we will process your data:

- The intention is to integrate the algorithm in our camera-based algorithms. Presented with an image, the sole purpose of the algorithm is to locate specific coordinates on a person's face in the image, e.g., the locations of the tip of the nose, the corners of the mouth, etc. The coordinates that are calculated by the algorithm will be used as input for our algorithms, to perform specific measurements via our Philips algorithms. Philips has no intention to use the algorithm in such a way that it would leak your facial features.

Philips may also process your data for the following purposes:

- To ensure its medical devices and services adhere to a high standard of quality and safety;
- For audits, to check whether our internal processes function as intended and are in line with legal, regulatory or contractual requirements;
- To respond to requests from public and government authorities, including law enforcement.

### 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 for Philips' legitimate interests to do research and development. We will only process your data for Philips' legitimate interests when we've concluded that the processing will not outweigh your privacy rights and interests.

### WHY DO WE NEED YOUR DATA?

Philips needs your data for the purposes outlined above.

### WITH WHOM DO WE SHARE YOUR DATA?

Your data may be shared with other Philips affiliates who are part of the Philips Group. Only people (within Philips) who have a need to know the information will have access to the information.

From time to time, Philips may need to share your data with external third parties. Third parties may include:

- *Service Providers.* We contract with trusted third party companies that provide products and services to us such as IT systems and support.

- *Public and Governmental Authorities.* When required by law, or as necessary to protect our rights, we may share your data with public and governmental authorities that regulate or have jurisdiction over Philips.
- *Other parties in connection with corporate transactions.* We may also, from time to time, share your data in the course of corporate transactions, such as during a sale of a business or a part of a business to another company, or any reorganization, merger, joint venture, or other disposition of Philips' business, assets, or stock.

## **INTERNATIONAL TRANSFER OF YOUR PERSONAL DATA**

Due to our global nature, your data may be transferred to or accessed by Philips affiliates and trusted third parties from various countries around the world in order for Philips to fulfill the purposes described in this Notice. As a result, if the initiative takes place in a member state of the European Economic Area, we may transfer your data to countries located outside of the European Economic Area. Philips is required to ensure a safeguard is put in place for transfers to these countries. Some of these countries are recognized by the European Commission as providing an adequate level of protection; however, for countries that are not recognized by the European Commission as providing an adequate level of protection, we have put in place appropriate legal, organizational, and procedural measures to protect your data, such as:

- The Philips Privacy Rules (also known as the Binding Corporate Rules) approved by the competent data protection authorities. The Philips Privacy Rules enable the transfer of your data between Philips affiliates;
- Standard Contractual Clauses approved by the competent European Institution. These Clauses enable the transfer of your data to external third parties.

## **HOW LONG DO WE KEEP YOUR DATA?**

We keep your data as long as we need to fulfill the purposes for which it has been collected.

The criteria used to determine our retention periods include:

- How long your data is needed to perform the initiative.
- How long your data is needed to fulfill the purposes for which it was collected.
- Whether Philips is subject to a legal obligation to keep your data.

In light of the above criteria, the use of the algorithm will be re-evaluated if in the future it would leak personal data.

## **HOW DO WE SECURE YOUR DATA?**

Philips is committed to maintaining the security of the data we process. To protect your data, we put in place physical, technical, and organizational measures to prevent risks. These risks include destruction, loss, misuse, alteration, and unauthorized disclosure of or access to your data. We also require our service providers to protect the confidentiality and security of your data.

## **WHAT ARE YOUR PRIVACY RIGHTS?**

To the extent required by applicable law, you have certain rights with respect to the processing of your data which enable you to:

- obtain information on the processing of your data,
- obtain a copy of your data in a machine-readable format,
- object to the processing of your data,
- have your data rectified or deleted or their processing restricted (to the extent permitted by applicable law), and
- withdraw consent (if applicable) that you might have given with respect to the processing of your data without any consequence for you.

To exercise your rights or to ask any other questions related to the protection of your data in Philips or regarding this Notice in general, you can contact the Philips Data Protection Officer via [www.philips.com/contactprivacy](http://www.philips.com/contactprivacy) or by regular mail at:

Philips - Attn: Group Legal (Privacy),

Philips Center HBT 16, Amstelplein 2,  
1096 BC, Amsterdam, The Netherlands.

If you are not satisfied with Philips' response or believe that your data is not being processed in accordance with the law, you may contact or lodge a complaint with the competent data protection authority or seek other remedies under applicable law.