

PRIVACY NOTICE

INTRODUCTION

This Privacy Notice ("Notice") is about the processing of your data by Philips in "Investigate opportunities that can be addressed out-of-hospital (Retail and In-home) space for Pregnancy and Post-Partum – an online survey for pregnant women and mothers" ("study"). It explains how we process your data when you interact with us as a research participant.

WHO IS THE CONTROLLER OF YOUR DATA?

For the processing activities covered by this Notice, the controller of your data is Philips Electronics Nederland B.V., High Tech Campus 52, 5656AG Eindhoven, the Netherlands

WHAT TYPES OF DATA DO WE PROCESS?

Categories of Personal Data
<i>Digital consent (email, IP address, date+time)</i>
<i>Demographics (age range, distance to pregnancy professional)</i>
<i>Opinions of pregnancy offerings in the retail's health space and/or home space (answers to survey questions such as: Would you trust the retail health clinic to do this measurement/diagnosis?)</i>

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

The purposes for which we will process your data:

- To fulfil the primary objectives and purposes of the study
- Get insights in the opinions on pregnancy offerings in the retail's health space and/or home space

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 based on your express consent;

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 study.

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

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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 study 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 study.
- 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, your data will be permanently deleted after 20 years from the data collection moment.

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 or by regular mail at:

Philips - Attn: Group Legal (Privacy),
Philips Center HBT 16, Amstelvein 2,
1096 BC, Amsterdam, The Netherlands.

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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.

Please use something like this at the front of the survey to get consent:

CONSENT TO THE PROCESSING OF DATA BY PHILIPS

I have read and understood the information contained in the [Privacy Notice](#). By clicking the next button, I agree to the processing of my data as described in the Notice, for the following purpose(s):

Purpose(s)	Yes	No
Get insights in the opinions on pregnancy offerings in the retail's health space and/or home space	<input type="radio"/>	<input type="radio"/>

Email adres:

[Please note that Philips will also record: IP address + date + time, next to the above information]

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