

## LUMILEDS BUSINESS CONTACT PRIVACY NOTICE

Version 23 May 2018

### Introduction

With this Lumileds Business Contact Privacy Notice ("**Notice**") you are informed on the processing of data that identify you as an individual or relates to you as an identifiable individual ("**Personal Data**") in the context of doing business with Lumileds. This notice is partly based on the requirements of the EU General Data Protection Regulation ("**GDPR**"). This is why you will sometimes see some legal language as required by the GDPR.

Lumileds Holding B.V. is concerned about privacy issues and wants you to be familiar with how we collect, use and disclose data that identify you as an individual or relates to an identifiable individual ("**Personal Data**").

This Privacy Notice ("**Notice**") describes our practices in connection with Personal Data that we collect through:

- The business services we provide to your employer (where your employer is our customer, supplier or business partner) ("**Business Services**");
- [www.lumileds.com](http://www.lumileds.com), and any other website operated by us from which you are accessing this Notice ("**Websites**");
- The software applications made available by us for use on or through computers and mobile devices ("**Apps**");
- Social media pages under our control from which you are accessing this Notice ("**Social Media Sites**"); and
- HTML-formatted email messages that we send to you that link to this Notice.

The Business Services, Websites, Apps and Social Media Sites are hereafter collectively referred to as the "**Services**".

The Lumileds entity with whom you have a business relationship and Lumileds Holding B.V. (together "**Lumileds**") are the controllers of your Personal Data. You can find the contact details of the Lumileds entity with which you have a business relationship and Lumileds Holding B.V. here [Contact Us](#), or you can contact Lumileds' privacy team via [privacy@lumileds.com](mailto:privacy@lumileds.com).

### Types of Personal Data we may collect

When you interact with Lumileds through our Services, we may collect various types of Personal Data, such as:

- Your personal details:** including name, email address, telephone number, gender, date of birth, nationality, identity card/passport data, (only if applicable) screening details, IP address, usage of and activities on our Services, other information related to your professional online behavior.
- Information on your relation with Lumileds:** job function or position, company and location, relationship with Lumileds, possible contract data and/or correspondence with Lumileds, your possible username and password.

Where other Personal Data are collected and processed by Lumileds, you will be informed thereof separately where necessary. If you submit any Personal Data relating to other people to us or to our service providers in

connection with the Services, you represent that you have the authority to do so, and you will refer those people to this Notice.

#### How we may collect Personal Data

We and our service providers may collect Personal Data in a variety of ways, including:

- **Through the Services:** We may collect Personal Data through the Services, e.g., when you are the business contact in the scope of the Business Services, when you sign up for a newsletter, sign up for a marketing activity, contact our support centers or make an account.
- **Offline:** We may collect Personal Data from you offline, e.g., when you visit our offices or stores, attend one of our trade shows, place an order over the phone or contact customer service.
- **From Other Sources:** We may receive your Personal Data from other sources, such as public databases, joint marketing partners, social media platforms (including from people with whom you are friends or otherwise connected) and from other third parties. In addition, if you elect to connect your social media account to your Website account, certain Personal Data from your social media account will be shared with us, which may include Personal Data that are part of your profile or your friends' profiles.

#### Purposes for which we use your Personal Data

We collect and use your Personal Data because this is necessary for (i) the performance of an agreement with you or, upon your request, to take steps prior to entering into such agreement; (ii) Lumileds' legitimate business interests; (iii) complying with a legal obligation; and (iv) the protection on the vital interests of individuals, or because you have given your consent to Lumileds' use of your Personal Data. These purposes may include:

- Our business purposes, such as concluding and executing agreements with customers, suppliers and business partners, data analysis, audits, fraud monitoring and prevention, developing new products, enhancing, improving or modifying our Services, identifying usage trends, determining the effectiveness of our promotional campaigns and operating and expanding our business activities;
- Health, safety, integrity or security purposes, including the protection of interest of Lumileds, its employees, customers, suppliers and business partners and the authentication of Lumileds customers, suppliers and business partners;
- Customer support services;
- Responding to your inquiries and fulfill your requests;
- Sending administrative information to you, for example, information regarding the Services, product tests, surveys and changes to our terms, conditions and policies;
- Sending you marketing communications that we believe may be of interest to you;
- Personalizing your experience on the Services by presenting products and offers tailored to you;
- Allowing you to participate in sweepstakes, contests and similar promotions and to administer these activities. Some of these activities have additional rules, which could contain additional information about how we use and disclose your Personal Data. We suggest that you read any such rules carefully;
- Facilitating social sharing functionality;
- Complying with applicable law; where we need to collect or use your Personal Data to perform a task carried out to comply with a legal obligation to which Lumileds is subject (e.g., the disclosure of Personal Data to tax authorities or for the prevention of money laundry).

We may need to collect and process these types of Personal Data in order to provide the requested Services to you, or because we are legally required to do so. If you do not provide the information that we request, we may not be able to provide you with the requested Services.

### Sensitive Personal Data

“**Sensitive Personal Data**” are Personal Data that may reveal sensitive characteristics of an individual such as religion, political opinions, religious beliefs, trade union membership, physical or mental health, sex life, criminal convictions or offenses, or social security numbers. Within the strict limits set out in applicable law, Lumileds may need to collect and use Sensitive Personal Data because this is necessary for (i) complying with a legal obligation; (ii) dispute resolution and/or fraud prevention; and (iii) protecting a vital interest of an individual, or because you have given your consent to Lumileds’ use of your Sensitive Personal Data.

Depending on applicable local laws and regulations, the purposes for which we collect and use Sensitive Personal Data may include identification for site access and security reasons, assessment, acceptance and authentication of customers, accommodating specific products or services for customers, executing agreements with customers and using Lumileds’ incident registers and sector warning systems. Insofar as required for these purposes and permitted under applicable local law, we may collect and use your image (a photo or a video) and due diligence data, including data relating to criminal or unlawful behavior.

### Disclosure of your Personal Data to third parties

We may disclose your Personal Data to:

- Lumileds affiliates for the purposes described in this Notice. Lumileds Holding B.V. is the party responsible for the management of the jointly-used Personal Data:



Lumileds Group

- To our third party service providers who provide services, such as website hosting, data analysis, information technology and related infrastructure provision, customer service, email delivery, auditing and other services.
- To third parties, to permit them to send you marketing communications, consistent with your choices.
- To third-party sponsors of sweepstakes, contests and similar promotions.
- By you, on message boards, chat, profile pages and blogs and other services to which you are able to post information and materials (including, without limitation, our Social Media Sites). Please note that any information you post or disclose through these services will become public and may be available to other users and the general public. We urge you to be very careful when deciding to disclose any information on the Services.
- To your friends associated with your social media account, to other website users and to your social media account provider, in connection with your social sharing activity, e.g., if you connect your social media account to your Services account or log-into your Services account from your social media account. By connecting your Services account and your social media account, you authorize us to share information with your social media account provider, and you understand that the use of the information we share will be governed by the social media site’s privacy policy. If you do not want your Personal Data shared with other users or with your social media account provider, please do not

connect your social media account with your Services account and do not participate in social sharing on the Services.

- To a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings).
- We may also use and disclose your Personal Data as we believe to be necessary or appropriate: (a) under applicable law; (b) to respond to requests from courts, law enforcement agencies, regulatory agencies, and other public and government authorities, which may include such authorities outside your country of residence; (d) to enforce our terms and conditions; and (e) to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others.

### Cookies and Similar Technologies

We use cookies and similar technologies in accordance with our [Cookie Policy](#).

### Your rights

If you would like to review, correct, update, suppress, restrict or delete your Personal Data that you have previously provided to us, or if you would like to request to receive an electronic copy of your Personal Data for purposes of transmitting them to another company (to the extent this right to data portability is provided to you by applicable law), you can log into your “profile” with us at [www.lumileds.com/register](http://www.lumileds.com/register) and make the desired changes or you can contact us via [privacy@lumileds.com](mailto:privacy@lumileds.com). 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 from our database or otherwise let us know what limitations you would like to put on our use of your Personal Data. For your protection, we may only implement requests with respect to the Personal Data associated with the particular 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 may need to retain certain information for legal recordkeeping purposes.

If Lumileds’ collection and use of your Personal Data is based on your consent, you have the right to withdraw that consent at any time. Your withdrawal will not affect the lawfulness of the Lumileds’ use of your Personal Data based on consent before the withdrawal.

Additional information regarding the EEA: You may also contact our Global Privacy Officer responsible via [privacy@lumileds.com](mailto:privacy@lumileds.com) or Lumileds Group, attention Global Privacy Officer, The Base (Tower B5), Evert van de Beekstraat 1, 1118 CL Schiphol, the Netherlands. Alternatively, you may lodge a complaint with the data protection authority competent for your country or region or where an alleged infringement of applicable data protection law occurs. A list of data protection authorities is available at [http://ec.europa.eu/newsroom/article29/item-detail.cfm?item\\_id=612080](http://ec.europa.eu/newsroom/article29/item-detail.cfm?item_id=612080).

### Your choices

We want to know you better so that we can serve you better while at the same time respecting your choices about how we use your Personal Data.

If you do not want us to send you personalized offers or information, you can let us know by ticking the appropriate box on the registration form or reply card, or by selecting "opt-out" included in any emails you receive.

Where required under local law, we will ask you to "opt-in" or affirmatively consent to the processing of your Personal Data. For example, where local law so requires, we will only send you newsletters if you have subscribed to them. Similarly, where local law so requires, we will ask you to "opt-in" before using sophisticated profiling techniques.

We will try to comply with your choice as soon as reasonably practicable. Please note that if you opt-out of receiving marketing-related emails from us, we may still send you important administrative messages, from which you cannot opt-out.

### Advertising

We may use third-party advertising companies to serve advertisements regarding goods and services that may be of interest to you when you access and use the Services and other websites or online services, based on information relating to your access to and use of the Services and other websites or online services on any of your devices, as well as on information received from third parties. To do so, these companies may place or recognize a unique cookie on your browser (including through the use of pixel tags). They may also use these technologies, along with information they collect about your online use, to recognize you across the devices you use, such as a mobile phone and a laptop. If you would like more information about this practice, and to learn how to opt out of it in desktop and mobile browsers on the particular device on which you are accessing this Notice, please visit [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp) and <http://www.aboutads.info/>. You may also download the AppChoices app at [www.aboutads.info/appchoices](http://www.aboutads.info/appchoices) to opt out in mobile apps.

### Social media

When you participate in various social media forums, like Facebook, Twitter, Yammer, Pinterest, Instagram, etc., you should be familiar with and understand the tools provided by those sites that allow you to make choices about how you share the Personal Data in your social media profile(s).

Lumileds is bound by the privacy practices or policies of these third parties, as well as social media house rules and this Notice, so we encourage you to read the applicable privacy notices, terms of use and related information about how your Personal Data are used in these social media environments.

In addition, depending on the choices you have made regarding your settings on various social media sites (and/or in combination with your settings on the webpages), certain Personal Data may be shared with Lumileds about your online activities and social media profiles, e.g., interests, marital status, gender, user name, photos, comments and content you have posted/shared, etc.

### Linking to other websites

During your online journey across our Websites, you may encounter links to other websites for your convenience and information. These websites may operate independently from Lumileds, and may have their

own privacy notices, statements or policies. We strongly suggest that you review them to understand how your Personal Data may be processed in connection with those sites, as we are not responsible for the content of non-Lumileds-owned or managed sites, or the use or privacy practices of those sites.

### How we protect your Personal Data

We recognize and take seriously our responsibility to protect Personal Data you entrust to Lumileds from loss, misuse or unauthorized access. Lumileds uses a variety of security technologies and organizational procedures to protect your Personal Data. For example, we implement access controls, use firewalls and secure servers, and we encrypt certain types of data. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure (e.g., if you feel that the security of your account has been compromised), please notify us immediately in accordance with the "How to Contact Us" section below.

### Data transfers

Due to Lumileds' international operations, your Personal Data may be stored and processed in any country where we have facilities or in which we engage service providers. This may include transferring Personal Data to countries other than where you are based and that have a data protection regime different from the regime in your country, including countries outside the European Economic Area ("EEA").

If you are located in the EEA, some of the non-EEA countries are recognized by the European Commission as providing an adequate level of data protection according to EEA standards (the full list of these countries is available here : [https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/adequacy-protection-personal-data-non-eu-countries\\_en](https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/adequacy-protection-personal-data-non-eu-countries_en)). For transfers from the EEA to countries not considered adequate by the European Commission, we have put in place adequate measures, such as the Privacy Code for Customer, Supplier and Business Partner Information with regard to transfers within the Lumileds group or standard contractual clauses for transfers outside the Lumileds group (as described in article 46 (2) (c) and (d) GDPR). You may obtain a copy of these standard contractual clauses by contacting [privacy@lumileds.com](mailto:privacy@lumileds.com).

In case you are located outside the EEA, and the recipient of your Personal Data is based outside the EEA in a country that is not considered to have an adequate level of data protection, Lumileds will ensure that this transfer appropriately safeguarded.



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### Retention Period

We will retain your Personal Data for as long as required or permitted for the purposes for which they were obtained or are used. The criteria used to determine our retention periods include: (i) the length of time we for which we have an ongoing business relationship with you; (ii) whether there is a legal obligation we are subject to; or (iii) whether retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation or regulatory investigations).

### Changes to This Privacy Notice

The Services that Lumileds 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 this Notice accordingly. We will post a prominent notice on our Websites to notify you of any significant changes to this Notice, and will indicate at the top of this Notice when it was most recently updated. We encourage you to check back often to review the latest version.

The new Notice will be effective upon posting. If you do not agree to the revised notice, you should alter your preferences, or consider stopping using our Websites. By continuing to access or make use of our Services after the changes become effective, you agree that you have been informed of the revised Notice.

### How to Contact Us

If you have any questions about this Notice, please contact us at [privacy@lumileds.com](mailto:privacy@lumileds.com) or at Lumileds Group, attention Global Privacy Officer, The Base (Tower B5), Evert van de Beekstraat 1, 1118 CL Schiphol, the Netherlands.

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