

Samsung Bixby Developer Portal Privacy Policy

Effective Date: 7th Nov, 2018

Samsung Electronics Co., Ltd. and Samsung Electronics (UK) Limited (Data Controller for EU) (“**Samsung**” or “**we**” or “**our**” or “**us**”) know how important privacy is to its customers and their employees and partners, and we strive to be clear about how we collect, use, disclose, transfer and store information. This Privacy Policy provides an overview of our information practices with respect to personal information collected through Samsung Bixby Developer Portal or other services that link or refer to this Privacy Policy (collectively, the “**Developer Services**”).

It is important that you check back often for updates to the Privacy Policy. If we update the Privacy Policy and you use our Developer Services after the update, you consent to the new practice(s) identified in the update, although we also may let you know about changes we consider to be material by placing a notice on this website or related online services. You can check the “effective date” posted at the top to see when the Privacy Policy was last updated.

What information do we collect about you?

We may collect various types of personal information in connection with the Developer Services.

- We may collect personal information that you provide, such as your name, e-mail address and any communications you send or deliver to us;
- We may collect data about your use of the Developer Services, including the time and duration of your use; location; information stored in cookies that we have set on your device;

How do we use the Information we obtain?

We use the information we obtain through the Services to:

- provide you with the Services, such as to respond to your requests, questions and instructions made through Samsung Bixby Developer Portal;
- identify and authenticate you so you may use certain Services;
- improve and customize your experience with the Services, such as delivering content and responses tailored to our users and the manner in which they interact with Samsung Bixby Developer Portal;
- with your separate consent, communicate with you about our products and services, and provide you with notifications, content, alerts, offers, promotions, marketing information, communications and advertisements;

- respond to your requests and inquiries;
- operate, evaluate and improve our business (including developing new products; enhancing and improving our products and the services; managing our communications; analyzing our products, customer base and the services; conducting market research; performing data analytics; and performing accounting, auditing and other internal functions);
- protect against, identify and prevent fraud and other criminal activity, claims and other liabilities; and
- comply with and enforce applicable legal requirements, relevant industry standards and our policies, including this Privacy Notice and the Samsung Privacy Policy.

Through Samsung Bixby Developer Portal, we may collect personal information about your online activities on Samsung Bixby Developer Portal-enabled websites and other online services. We may use third-party analytics services on our Services. The providers that administer these analytics services help us analyze your use of the Services and improve our Services. The information we obtain may be disclosed to or collected directly by these providers and other relevant third parties who use the information, for example, to evaluate use of the Services, help provide the Services, and diagnose technical issues.

Samsung processes personal data for the purposes described above. Samsung's legal basis to process personal data includes processing that is: necessary for the performance of the contract between you and Samsung (for example, to provide you with the Developer Services and to identify and authenticate you so you may use certain Developer Services); necessary to comply with legal requirements (for example, to comply with applicable accounting rules and to make mandatory disclosures to law enforcement); necessary for Samsung's legitimate interests (for example, to manage our relationship with you and to improve the Developer Services); and based on obtaining your separate consent (for example, to communicate with you about our products and services and provide you with marketing information), which may subsequently be withdrawn at any time by contacting us as specified in the **How to Contact Us** section of this Privacy Policy without affecting the lawfulness of processing based on consent before its withdrawal.

You are required, as a necessity to enter into a contract, to provide us with personal data for processing as described above. If you do not provide us with personal data, we will not be able to provide you all of the features available through Samsung Bixby Developer Portal.

To whom do we disclose your information?

We may disclose your information internally within our business to the relevant teams, such as, without limitation the customer service team, the legal team, and where you have chosen to receive marketing messages, to the marketing teams. We do not disclose your information to

third parties for their own independent marketing or business purposes without your consent. But we may share your information with the following entities:

- Samsung affiliates;
- third parties when necessary to provide you with requested products and services. For example, we may disclose your payment data to financial institutions as appropriate to process transactions that you have requested;
- companies that provide services for or on behalf of us, such as companies that help us with the billing process;
- other parties: (i) to comply with the law or respond to compulsory legal process (such as a search warrant or other court order); (ii) to verify or enforce compliance with the policies governing our Developer Services; (iii) to protect the rights, property, or safety of Samsung, or any of our respective affiliates, business partners, or customers; (iv) as part of a merger or transfer, or in the event of a bankruptcy;
- with other third parties when you consent to or request such sharing.

Submissions that you make to public areas of a website, mobile application, or other online service, such as bulletin boards may be viewable to other users of the Developer Services. We do not control, and are not responsible for, how other users of the Developer Services may use this information. For example, personal information that you submit in public areas could be collected and used by others to send you unsolicited messages or for other purposes.

What do we do to keep your information secure?

We have put in place reasonable physical and technical measures to safeguard the information we collect in connection with the Developer Services. However, please note that although we take reasonable steps to protect your information, no website, Internet transmission, computer system or wireless connection is completely secure.

Where do we transfer your information?

Your use or participation in the Developer Services may involve transfer, storage and processing of your information outside of your country of residence, consistent with this policy. Such countries include, without limitation, the United States of America. Please note that the data protection and other laws of countries to which your information may be transferred might not be as comprehensive as those in your country. We will take appropriate measures, in compliance with applicable law, to ensure that your personal information remains protected. Such measures include the use of standard contractual clauses to safeguard the transfer of data outside of the EEA. For more information on the safeguards we take to ensure the lawful transfer of data to countries outside of the EU, or to obtain a copy of the contractual

agreements in place, please contact us by visiting our Privacy Support page (www.samsung.com/request-desk).

Can you access your information?

You have the right to request details about the information we collect about you, to request us to correct inaccuracies in that information, to request access to your information, to object to or request the restriction of processing or to request the erasure or portability of your information. Under the laws of some jurisdictions, we may decline to process requests that are unreasonably repetitive, require disproportionate technical effort, jeopardize the privacy of others, are extremely impractical, or for which access is not otherwise required by local law. If you would like to make a request to access your information, please contact us by visiting our Privacy Support page (www.samsung.com/request-desk).

If you request deletion of personal information, you acknowledge that you may not be able to access or use the Developer Services and that residual personal information may continue to reside in Samsung's records and archives for some time, but Samsung will not use that information for commercial purposes. You understand that, despite your request for deletion, Samsung reserves the right to keep your personal information, or a relevant part of it, if Samsung has suspended, limited, or terminated your access to the Developer Portal website for violating the Samsung Developer Portal Terms of Use, when necessary to protect the rights, property, or safety of Samsung, or any of our respective affiliates, business partners, employees or customers.

How long do we keep your information?

We take appropriate steps to ensure that we retain information about you based on the following logic:

1. at least the duration for which the information is used to provide you with a service ;
2. as required under law, a contract or with regard to our statutory obligations;
3. only for so long as is necessary for the purpose for which it was collected.

Third-Party Links and Products on Our Services

Our Developer Services may link to third-party websites and services that are outside our control. We are not responsible for the security or privacy of any information collected by websites or other services. You should exercise caution, and review the privacy statements applicable to the third-party websites and services you use.

Cookies, Beacons and Similar Technologies

We, as well as certain third parties that provide content, advertising, or other functionality on our Developer Services, may use cookies, beacons, and other technologies in certain areas of our Developer Services.

Cookies

Cookies are small files that store information on your device. They enable the entity that put the cookie on your device to recognize you across different websites, services, devices, and/or browsing sessions. Cookies serve many useful purposes. For example:

- Cookies can remember your sign-in credentials so you don't have to enter those credentials each time you log on to a service.

Cookies help us and third parties understand which parts of our Developer Services are the most popular because they help us to see which pages and features visitors are accessing and how much time they are spending on the pages. By studying this kind of information, we are better able to adapt the Developer Services and provide you with a better experience.

- Cookies help us and third parties understand which ads you have seen so that you don't receive the same ad each time you access the MSS Service.
- Cookies help us and third parties provide you with relevant content and advertising by collecting information about your use of our Developer Services and other websites and apps.

When you use a web browser to access the Developer Services, you can configure your browser to accept all cookies, reject all cookies, or notify you when a cookie is sent. Each browser is different, so check the "Help" menu of your browser to learn how to change your cookie preferences. The operating system of your device may contain additional controls for cookies.

Please note, however, that some Developer Services may be designed to work using cookies and that disabling cookies may affect your ability to use those Developer Services, or certain parts of them.

Other Local Storage

We, along with certain third parties, may use other kinds of local storage technologies, such as Local Shared Objects (also referred to as "Flash cookies") and HTML5 local storage, in connection with our Developer Services. These technologies are similar to the cookies discussed above in that they are stored on your device and can be used to store certain information about your activities and preferences. However, these technologies may make use of different parts of your device from standard cookies, and so you might not be able to control them using standard browser tools and settings. For information about disabling or deleting information contained in Flash cookies, please click [here](#).

Beacons

We, along with certain third parties, also may use technologies called beacons (or "pixels") that communicate information from your device to a server. Beacons can be embedded in online content, videos, and emails, and can allow a server to read certain types of information from

your device, know when you have viewed particular content or a particular email message, determine the time and date on which you viewed the beacon, and the IP address of your device. We and certain third parties use beacons for a variety of purposes, including to analyze the use of our Developer Services and (in conjunction with cookies) to provide content and ads that are more relevant to you.

By accessing and using our Developer Services, you consent to the storage of cookies, other local storage technologies, beacons and other information on your devices. You also consent to the access of such cookies, local storage technologies, beacons and information by us and by the third parties mentioned above.

Your Choices

You can make choices about whether to receive promotional communications from us by following the subscribe options made available at the interactive customized services platform and the unsubscribe instructions included in every communication sent by us.

Contact

If you have any specific questions, please contact us at:

European Data Protection Officer

Samsung Electronics (UK) Limited

Samsung House, 1000 Hillswood Drive, Chertsey, Surrey KT16 0PS

You can also contact us by visiting our Privacy Support page (www.samsung.com/request-desk).

You may lodge a complaint with a supervisory authority if you consider that our processing of your personal data infringes applicable law.