



## Philips Lumify Web Portal Privacy Notice

This Privacy Notice was last changed on October 13, 2015.

Philips Electronics North America Corporation ("Philips") strongly believes in protecting the privacy of the personal data you share with us. Please read this Privacy Notice carefully as it informs you how Philips uses and protects your personal data and about the choices you have about how your personal data is used. *This is a statement about Philips's privacy practices, not a contract or agreement.*

This privacy notice is provided to users of the Philips Lumify Mobile Application (the "Lumify App"), who have registered a subscription on the Lumify Web Portal ("Portal").

### Type of Personal Data We Collect and How We Use It

The Portal collects or uses personal data in connection with your usage of the App. The App uses your personal data for the following purposes:

- (1) For making use of the App.

⇒ What does this purpose entail?

When you access and use the Lumify Portal, Philips will obtain certain personal information or data about you. It will be information that (1) is associated with you during the Lumify App purchase and account registration, and (2) we obtain as a part of your use of the Lumify App. How Philips stores, uses, transfers and otherwise processes that personal information is explained in this "Privacy Statement" and, more generally, in the "Privacy Notice" found at <http://www.usa.philips.com/privacypolicy>.

The App will verify if the transducer is associated with an active account. As part of this verification, information from your user profile in your Philips Lumify account will be accessed by the App. The App



will verify this entitlement on a regular basis, per the Terms and Conditions of the Lumify Service.

Which personal data do we process for this purpose?

- ⇒ Online ordering service: Your name, delivery address, email address, country, language, phone number, purchase history and last (4) digits of credit card number.
- ⇒ Registration: Information from your user profile in your Philips Lumify account.
- ⇒ Device Notification: To ensure Philips can notify you in case of recalls or service updates specific to your device, the application will collect and communicate device information (the IP address of your tablet device, unique device identifier, model, version, OS level), transducer that is registered with the device, and the app software revision.
- ⇒ Diagnostic Logs: To ensure that Philips can provide you with personalized service experience and improve the Lumify Service, diagnostic information will be sent back to Philips. This information includes: Account information as collected during the registration process, your unique device identifier, device information, application and hardware diagnostic information contained in log files. These device log files do not contain any protected health information (“PHI”) or electronic protected health information as these terms are defined in the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”) and its HIPAA Rules.

Philips will not collect or have access to any personally identifiable information, including PHI, from the Lumify App or the host tablet device. PHI obtained during use of the Lumify App will remain on the host tablet device, or you may transfer the data to a location that you specify.

(2) For managing your Lumify account.

⇒ What does this purpose entail?

When you register for the App service, we may send you a welcoming email to verify your username and password, to communicate with you



in response to your inquiries. We will use your registration information to create and manage your App account. Additionally, Philips may use your information to send you targeted communications and commercial information.

Which personal data do we process for this purpose?

We may use your registration information, such as: Your name, delivery address, email address, country, language, phone number, username, password, purchase history and last (4) digits of credit card number.

We may ask you for information when you report a problem with the Lumify App or if you contact us, for which we may keep a record of that correspondence.

## How We Share Information with Others

Philips makes use of third party vendors or hosting partners who act on behalf of Philips, in order to provide the necessary hardware, software, networking, storage, transactional services and/or related technology required to run the App or the services provided.

Philips also uses third-party service providers to help Philips with the internal operations of our App. These third-party service providers collect persistent identifiers sent by your mobile device, such as session, usage and log data. Our agreements with these third party partners will limit the purposes for which your data can be used and will require your data to be adequately safeguarded.

If Philips allows a third party partner to transfer your personal data outside of your geographic region, we will take steps to protect your privacy rights through the use of contractual arrangements or other means, which will provide a comparable level of protection while the information is being processed by our trusted third parties.

Philips will disclose personal data only under this policy and/or when required by law.



Philips sometimes sells a business or a part of a business to another company. Such a transfer of ownership could include the transfer of your personal data directly related to that business, to the purchasing company.

## Your Choices and Rights

We want to know you better so we can serve you better while at the same time, we respect your choices about how we use your personal data.

Your data may be transferred from your home country to other Philips companies, in different locations around the world.

To opt-out of our marketing services you can at any time make use of the 'unsubscribe' button that is present in marketing communications that are sent to you.

You may at any time request access to your personal data, request correction of certain data or object to the processing of your personal data, by emailing us at [privacy@philips.com](mailto:privacy@philips.com) or contact the Customer CARE Center at 877-328-2808. Historical purchase information is a permanent record and can not be edited.

## Security of your Data

We recognize and take seriously our responsibility to protect the data you entrust to Philips from loss, misuse or unauthorized access. Philips uses a variety of security technologies and organizational procedures to help protect your data. For example, we use firewalls to implement network access controls; we limit access to our production servers and services; we log and audit access to our systems infrastructure; and we encrypt certain types of data, including sensitive personal and financial information.

Philips may store your data in a secure cloud infrastructure. This means that your data is processed on behalf of Philips by a cloud service provider and is stored in the USA. Philips has implemented organizational and contractual measures to protect your data and to impose the same requirements on our cloud services providers, including requirements that your data are exclusively processed for the purposes mentioned above.



## Cookies (or similar techniques)

Philips is committed to making your use of the App the best possible experience. One way to achieve this is by using tracking mechanisms to store information about your use of the App. This information is necessary to allow the App to operate properly. We feel that it is very important that you know what cookies our App uses and for what purposes. This will help protect your privacy, while ensuring our App's user-friendliness as much as possible.

**Functional Cookies** We may use cookies during your use of the Lumify App to authenticate your user profile and password during your use of the system. Cookies contain information that is transferred to your tablet's hard drive or flash memory drive. These cookies are necessary to make it possible to surf the Philips App(s) and use the App's functions, such as accessing protected areas of the App. Without these cookies, such functions, including shopping baskets and electronic payment, are not possible.

The Lumify App uses cookies for:

1. To provide seamless login/logout experience via session information.
2. To track general site usage (via Omniture/Adobe Site Catalyst). Connection and service related data regarding your use of the Lumify App provides statistics to help Philips improve the Lumify App functionality.

## Special information for parents

While Philips Apps are not generally targeted at children under the age of 13, it is Philips policy to comply with the law when it requires parent or guardian permission before collecting, using or disclosing information of children.

Philips strongly recommends that parents take an active role in supervising the online activities of their children, especially when making purchases through our Apps.

If a parent or guardian becomes aware that his or her child has provided us with personal information of a person who is under the age of 13, please contact us at



privacy@philips.com. If we become aware that a child under the age of 13 has provided us with Personal Information, we will delete such information from our files.

## Local specific information

### Your California Privacy Rights

California Civil Code Section 1798.83 permits our customers who are California residents to request and obtain from us once a year, free of charge, information about the personal information (if any) we disclosed to third parties for direct marketing purposes in the preceding calendar year. If applicable, this information would include a list of the categories of personal information that was shared and the names and addresses of all third parties with which we shared information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please send an e-mail to [privacy@philips.com](mailto:privacy@philips.com).

## Changes to this Privacy Notice

The services that Philips provides are always evolving and the form and nature of the services that Philips provides may change from time to time without prior notice to you. For this reason, we reserve the right to change or add to this Privacy Notice from time to time.

We encourage you to check back often to review the latest version.

The new Privacy Notice will be effective upon posting, if you do not agree to the revised notice, you should alter your preferences, or consider stop using the App. By continuing to access or make use of our services after those changes become effective, you agree to be bound by the revised Privacy Notice.

## Contact Us

Please contact us if you have any questions, complaints or suggestions about this Privacy Notice at: [privacy@philips.com](mailto:privacy@philips.com) or contact the Customer CARE Center at 877-328-2808.

