

Privacy Statement for Business Partners of IKEA of Sweden AB

Thanks for sharing!

The IKEA vision is to create a better everyday life for the many people. That's a big job, and one that we at **IKEA of Sweden AB** take seriously.

Who are the many people? You are! Whether you're an IKEA customer, co-worker, or business partner, the IKEA vision is all about you. So naturally we want to get to know you better.

One way we do that is by collecting your personal data. If you're reading this, you're probably curious what data we collect and how we use it. Read on to find out.

Without your data, our job would be a lot harder. So, thanks for sharing! We hope to make your everyday life better in return.

How We Respect Your Privacy?

Our approach at **IKEA of Sweden AB** is to be as open and transparent as possible about how we collect and use your personal data.

First, we let you know exactly what data we collect and why. Please see section 2 below. **Second**, we let you know what we do with your data. Who do we share it with? What do they do with it? You can read about that in section 3. **Third**, we protect your data and let you know how long we keep it. Read about that in sections 4 and 5. **Finally**, we let you know your rights when it comes to your personal data, including who to contact if you have questions or requests, as well as our privacy statement updating process. All of this you can find in sections 6 to 8.

What Data We Collect and Why?

We want to make your IKEA experience great! To do this we collect several types of data about you. This can be anything from your name and address to your bank account number, depending on the situation. Below, you can find some of the types of personal data that we *may* collect, as well as the purpose of processing such data and the legal basis of doing so.

1. To do business with you or your employer (our supplier) and to administer and perform projects together.

Types of data: Name, signature, professional contact details (email, phone number, address, title, etc.), along with other work details when relevant, such as what team you might be a part of in your organization and the name of your manager. Your picture, voice, and comments you may have supplied us with regarding our or your business could also be collected.

Legal basis: We process your data based on the legitimate interest of cooperation and improvement of our business relationships in order to develop our products and services. In situations where you are a direct party in a contract with us, we process your data on the legal basis of performance of that contract.

2. To enable payment transactions to or from you and/or your employer.

Types of data: Name, signature, professional contact details (email, phone number, address, title, etc.) as well as other work details when relevant, and financial details when applicable.

Legal basis: We process your data based on the legitimate interest of cooperation and improvement of our business relationships in order to develop our products and services. In situations where you are a direct party in a contract with us, we process your data on the legal basis of performance of that contract.

3. To conduct business planning, reporting, and forecasting.

Types of data: Your picture, your voice, information about your preferences and opinions, quotes, interviews, results from surveys that you may have participated in, comments you may have supplied us with regarding our or your business, documents and works (in any format, such as video or sound recordings) you might create and voluntarily share with us, as well as financial details, such as bank account number and similar.

Legal basis: We process your data based on our legitimate reason to cooperate and improve our business relationships regarding the development of our products and services.

4. To protect and ensure the security of our staff and assets.

Types of data: Your picture, and your voice in recordings on CCTV when you visit us as well as your name, IP address, login details, password, user profile, log files and user ID when we provide you access to our systems and networks.

Legal basis: We process your data based on our legitimate interest to protect our assets, brand, and business.

5. To detect and prevent violations of internal policies, IKEA Code of Conduct and IWAY standards as well as to control compliance, detect and prevent violations of the applicable laws that apply to us, including but not limited to, fraudulent payments, fraud, harassment, and discrimination.

Types of data: Name, signature, professional contact details (email, phone number, address, title, etc.), as well as financial details and any other data submitted through our grievance mechanism.

Legal basis: We process your data based on the general requirement to comply with legal obligations as well as our legitimate interest to effectively manage risks and threats both inside and directed towards IKEA of Sweden AB.

6. To identify you as the business partner in marketing or communication material at all IKEA customer meeting points throughout the world next to one or more of the products you have designed for IKEA of Sweden AB and – whenever applicable – together with corresponding information material of any other business partner.

Types of data: Your name, professional details including your CV, other work details when relevant, such as what team you might be a part of in your organization, as well as your picture, voice, and comments you may have supplied us with regarding our or your business.

Legal basis: We process your data based on our legitimate interest to promote IKEA's products, services, and collaborations. In situations where you are a direct party in a contract with us, we process your data on the legal basis of performance of that contract.

7. To take appropriate action with reports of intellectual property infringement and inappropriate content.

Types of data: Your name, professional details, other work details when relevant, such as what team you might be a part of in your organization, your picture, voice, and comments that you may have supplied us with regarding our or your business, along with documents and works (in any format, such as video or sound recordings) that you might create and voluntarily share with us.

Legal basis: We process your data based on our legitimate interest to establish, enforce, or defend our intellectual property rights. In some cases, we may process this data to defend you or us in administrative or legal proceedings. In situations where you are a direct party in a contract with us, we process your data on the legal basis of performance of that contract.

8. For internal communication across IKEA as well as with IKEA affiliates and business partners.

Types of data: Your name and picture, your voice, information about your preferences and opinions, quotes, interviews, results from surveys that you may have participated in, comments you may have supplied us with regarding our or your business, as well as documents and works (in any format, such as video or sound recordings) that you might create and voluntarily share with us.

Legal basis: We process your data based on our legitimate interest to develop our products. In situations where you are a party to a contract with us, we process your data on the legal basis of performance of that contract.

9. For external communication by global and local publishing of different content in different media channels including but not limited to publications online, social media, earned media, printed media, paid media.

Types of data: Your name, picture, and voice, along with information about your preferences and opinions, quotes, interviews, and results from surveys that you may have participated in. In addition to this, comments that you may have supplied us with regarding our or your business may be collected as well as documents and works (in any format, such as video or sound recordings) that you might create and voluntarily share with us.

Legal basis: We process your data based on our legitimate interest to develop our products. In situations where you are a party to a contract with us, we process your data on the legal basis of performance of that contract.

10. To conduct internal research or product and service development.

Types of data: Your name, picture, and voice, along with information about your preferences and opinions, quotes, interviews, and results from surveys that you may have participated in. In addition to this, comments that you may have supplied us with regarding our or your business may be collected as well as documents and works (in any format, such as video or sound recordings) that you might create and voluntarily share with us.

Legal basis: We process your data on the legal basis of our legitimate interest to develop our products and services, and to keep historical references in order to see trends over time. In situations where you are a party to a contract with us, we process your data on the legal basis of performance of that contract.

11. To keep historical records of our operations and to produce cultural and artistic exhibitions.

Types of data: Your name, picture, and voice, along with information about your preferences and opinions, quotes, interviews, and results from surveys that you may have participated in. In addition to this, comments that you may have supplied us with regarding our or your business may be collected as well as documents and works (in any format, such as video or sound recordings) that you might create and voluntarily share with us.

Legal basis: We process your data based on our legitimate interest of keeping historical records of our organization.

Who We Share Your Data With?

We do not sell or trade your data to third parties, but we share it with others who can help us achieve the IKEA vision. That can be other IKEA companies, service providers or business partners. We're all committed to keep your data safe and secure.

We may share personal data with the following types of third parties:

<u>Within IKEA:</u>	IKEA is one brand but many companies. Each company plays a special role to achieve the IKEA vision. We may share your data with other companies operating under the IKEA brand.
<u>Service providers:</u>	We may also share your data with authorised IKEA service providers. Usually these are companies that store data or provide IT services such as Syndigo LLC.
<u>Business partners:</u>	We often work together with other companies that can support us achieve the IKEA vision. These companies might for example support us to learn more about how people live or how to improve the IKEA product range. Other companies might support us with media, marketing, and social media.

How We keep Your Personal Data Safe?

We protect your personal data from all kinds of threats: destruction, loss, alteration, unauthorized disclosure, and access. We do this in a variety of ways depending on where we store and use it.

International Transfers

We are a part of a global group of companies, and we have service providers and business partners in many parts of the world. In some cases, we might have to transfer your data to one of these companies located outside your own country or even outside the European Economic Area. We do our best to keep your data safe in these cases. But technology can create a challenge.

When local laws impose recruitments on transfer of data outside of the country, we will make sure to comply with them. For transfers of your data to countries outside the European Economic Area we rely on so-called adequacy decisions from the European Commission. This means that the European Commission believes a country's own laws or agreements provide adequate protection for your personal data. However, some countries don't have an adequacy decision and then we often sign EU Standard Contract Clauses with the recipient. These are standardized legal texts provided by the European Commission that expands the protection given to your data by European Union law to our partners in territories outside of the European Economic Area. You may find them here: [EU Standard Contract Clauses](#).

How Long We Keep Your Personal Data?

We delete the data when it is no longer necessary to us unless:

1. Legislation requires us to keep the data for a longer time; or
2. If other special circumstances apply. Special circumstances include when the original purpose is still valid for an extended time. Then we process the data until the original purpose of why we collected the data have been fulfilled. Examples of special circumstances are:
 - If you have created documents or other works they may be kept indefinitely depending on their purpose. If they concern an IKEA product, the document or works may be relevant for us to keep for as long as the product is a part of the IKEA range;
 - If you, for example, have participated in an audio or video recording, this material will be kept if it is still relevant for educational purposes;
 - If you, for example, have participated in contract negotiations via emails, the emails may be relevant to keep for as long as the agreement is in force, and even longer depending on the nature of the agreement.

Which are Your Privacy Rights?

You have many rights regarding your personal data. Read more about them below. If you would like to exercise them or learn more, feel free to contact us! You can find contact details at the end of this privacy statement. Please note that some of the rights may not be applicable to your situation.

Right of access

You have the right to know what personal data we process and why. That's why we inform you in advance about our processing activities via this privacy statement. If you have any questions, or would you like to learn more about what data we process from you, you are always welcome to contact us, and we will provide you with further information.

Right to rectification

If you believe we store the incorrect data about you, such as the wrong name or address of yours, you can ask us to correct this.

Right to erasure / right to be forgotten

You have the right to tell us to permanently erase your personal data from our records. You can do this for example if you believe there's no longer any need for us to keep it. Or, if you have previously given your permission, you can just decide to withdraw it.

Right to restrict the processing activities

You have the right to restrict our processing activities in certain situations. This means we will continue to store your data, but we will temporarily stop any other processing. Why would you want to do this? For example, if you've asked us to fix incorrect data. In this situation you may want us to stop the processing until the data is correct.

Right to data portability

In certain situations, you have the right to ask us to send your personal data in digital form to you, so that you can forward it to someone else.

Right to object

You have the right to object to the processing of your data, even when we have a legitimate legal reason to process it. You can do this when we process your data on the basis of our legitimate interest, and you believe that your personal interest outweighs our interests. If you do not want us to use your data for direct marketing purposes, including profiling, we will comply in every case.

Right to lodge a complaint with a supervisory authority

If you aren't satisfied with the way we handle your personal data, you have the right to lodge a complaint about this to the national supervisory authority.

Privacy Statement Updating Process

We want to give you the best possible experience regarding how we take care of your personal data, adapt to new laws, regulations, and best practices as they appear. This means that we will amend this privacy statement from time to time when required by law, or otherwise needed. Please make sure to revisit this privacy statement regularly to ensure that you are always up to date with how we process your personal data. If you have any questions, please do not hesitate to reach out to us!

Who To Contact?

If you have questions about our privacy statement or practices, please feel free to get in touch. You can contact us at:

IKEA of Sweden AB

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Sweden

E-mail address: IKEA.RangeSupply.Privacy@inter.ikea.com